PRESS RELEASE

16 december 2009

Voor het 3de jaar op rij heeft Leomil een plaats in de top van licentienemers wereldwijd gekregen.

License!Global heeft opnieuw zijn “Top Global Licensees” gepubliceerd, een lijst die als een exclusieve bron van informatie beschouwd wordt en licentienemers uit de topcategoriën van merchandising bevat. “Bedrijven die samenwerken om een product op de markt te brengen dat trendy is, de juiste prijs heeft en in de winkel ligt op het moment dat de klant het wil.” Enkel bedrijven die aan deze omschrijving voldoen en doorheen het jaar brands van betekenis omtoverden in aantrekkelijke merchandise en omvattende licentieprogramma’s halen de lijst.

TOP GLOBAL LICENSEES

BBC International LLC (www.bbcint.com)
Bob Campbell, chairman and chief executive officer
Margot Lazar, vice president of licensing and marketing, mlazar@bbcint.com
Keith Rubin, vice president of sales, krubin@bbcint.com
SAMPLING OF LICENSES: Disney North America and Polo Ralph Lauren Kids; globally, Guess Kids Globally, Born, Nu Born, Oshkosh Kids, Becky Bones for Oshkosh, Pony Kids and NSS.
PRIMARY BUSINESS: Footwear
POINT OF DIFFERENTIATION: As a leader in the children's footwear business, athletics and skate footwear for all genders, BBC has a full portfolio of leading brands that are recognized globally. By servicing all levels of distribution within North America and the global market for footwear distribution, BBC International offers brands superior design, development and sourcing expertise. As leaders in technology, BBC continually brings innovation to the footwear business. BBC focuses on partnering with our retailers and licensors to develop comprehensive programs which include the elements of product, marketing and focus on the needs of the consumers. Distribution: Global.

Brown Shoe Company (www.brownshoe.com)
8300 Maryland Ave., St. Louis, MO 63105
Tel.: 314 854-4000
SAMPLING OF LICENSES: Dr. Scholl's, Carlos by Carlos Santana, Fergie, Barbie, Transformers, Spiderman and Iron Man 2.
PRIMARY BUSINESS: Footwear.
POINT OF DIFFERENTIATION: Brown Shoe Company is a global footwear company that inspires people to look and feel good every day, with a compelling portfolio of loved and trusted brands. Led by its more than 1,100-store Famous Footwear chain, Brown Shoe offers attractive and convenient shopping environments in which consumers find excellent value and the fashion they desire. The company's shoes.com e-commerce site stocks more than 450 brands for women, men and kids. Because every consumer is unique, Brown Shoe's brand portfolio fills a broad range of needs—from sophisticated fashion with Via Spiga and Vera Wang Lavender Label to comfort and style with Naturalizer and Franco Sarto, to the trusted comfort heritage of the Dr. Scholl's family of brands, to exciting celebrity artist collaborations like Carlos Santana and pop superstar Fergie. Distribution: Global.

Leomil Group (part of the Cortina Group)
(www.leomilgroup.com, www.cortina-group.com)
Albert Milhado, chief executive, Leomil Group, albert.milhado@leomil.be
Francis Cantraine, chief executive officer, Leomil Fashion, francis.cantraine@cortina.be
Maureen Craye, licensing manager, maureen.craye@leomilgroup.com
Lindestraat 58, 9700 Oudenaarde, Belgium
Tel.: +32 55 30 75 41
SAMPLING OF LICENSES: Spider-Man, Strawberry Shortcake, Dora the Explorer, SpongeBob SquarePants, The Smurfs, Hello Kitty, Pucca, Tweety, The Dog, The Cat, Hannah Montana, Camp Rock, Disney Princesses, Fairies, Tinkerbell, Jonas Brothers, Cars, Roary the Racing Car, Bob the Builder, Handy Manny, Go, Diego, Go!, Sheepworld, Sugar & Babe, Jaja, Marvel Extreme, Smiley, The Simpsons, Miffy, Iron Man, Marvel Comics and all Marvel properties.
PRIMARY BUSINESS: Footwear and apparel.
POINT OF DIFFERENTIATION: The success of Leomil in the branded and licensed arena in footwear and apparel can be attributed to an experienced team of designers, marketers and sales and consumer service associates whose mission is to be in tune to the marketplace in each country. Consistent with Leomil's philosophy, focus is placed on unique design and the individual marketing and customer service requirements of each license. Leomil's marketing initiatives support brand building through total-concept programs designed to drive sell-in and sell-through of each licensed property. Distribution: Europe.

Nike USA (www.nike.com)
Rodney Knox, director, PR
1 Bowerman Drive, Beaverton, OR 97005
Tel.: 503 671-4589
SAMPLING OF LICENSES: CLC, MLB, NCAA, USA Basketball, Bowl Championship Series, Haddad Brands, Manchester United, LRG and U.S.A. Olympics.
PRIMARY BUSINESS: Footwear, apparel and sports equipment.
POINT OF DIFFERENTIATION: Authenticity. Distribution: Global.

Pentland Brands (www.pentland.com)
Victoria Jearrad, vjearrad@pentland.com
The Pentland Centre, Lakeside, Squires Lane, Finchley, London N3 2QL
Tel.: +44 (0) 20 8346 2600
SAMPLING OF LICENSES: Lacoste, worldwide license for footwear; Ted Baker, worldwide license for footwear; and Kickers, U.K. license for footwear and clothing.
PRIMARY BUSINESS: Footwear and clothing in the sports, outdoor and fashion sectors.
POINT OF DIFFERENTIATION: Pentland is a private, family-owned company that focuses on long-term brand building. Its products are available in more than 170 countries. Each brand operates as a separate company with its own team. Its award-winning international headquarters in London breeds creativity and innovation. Ethically, Pentland is a leader in corporate responsibility and ethical sourcing. Investment has been made into developing emerging Asian markets and new technology, including e-commerce, rapid prototyping and internal ERP systems (SAP). In 2008, Pentland was awarded the Queen's Award for Enterprise in the International Trade Category (Pentland's third Queen's Award) and the Institute for Family Business/JP Morgan/London Business School award for Best Family Business in the U.K. Distribution: Global.

PS Brands, LLC (www.planetsox.com)
Elie Levy, president and chief executive officer
Paul Meyerson, director of sales (sock division)
Steve Bissu, vice president of sales (accessory division)
100 West 33rd St., Suite 1105, New York, NY 10001
Tel.: 212 239-1485
SAMPLING OF LICENSES: Licensed brand socks: Esprit, Fila and Coleman; licensed character socks: Mr Men & Little Miss, Penguins of Madagascar, Dora the Explorer, Go, Diego, Go!, SpongeBob SquarePants, Hannah Montana, Disney Classics, Mickey, Pooh, Nightmare Before Christmas, Princess, Tinker Bell, Cars, Handy Manny, Princess and the Frog, Bobby Jack, It's Happy Bunny, Barbie and Hot Wheels; Flip-flops, sunglasses, slippers and watches: Caribbean Joe, Barbie, Hot Wheels, Care Bears, Betty Boop, Strawberry Shortcake, Peanuts, The Simpsons, Penguins of Madagascar, Happy Bunny and Curious George.
PRIMARY BUSINESS: Socks, sunglasses, flip flops, slippers, watches.
POINT OF DIFFERENTIATION: Our main focus is to provide the retailer with updated fashion trends, quick turns, fine quality and easy-to-purchase and affordable point-of-sale product. A large in-house team of designers excels at creating imaginative and novelty looks are supported by an extensive sales, planning and production team based in the United States and Asia. Distribution: Global

SGCompanies (SG Footwear, SG Messer and SGI Apparel)
(www.sgfootwear.com, www.sgiapparel.com)
Elisa A. Gangi, vice president of licensing and marketing
3 University Plaza, Suite 400, Hackensack, NJ 07601
Tel.: 201 342-1200
SAMPLING OF LICENSES: Dockers, Harley-Davidson, Marvel/Harley-Davidson co-branded program, Gold Toe, Izod, Panama Jack, Perry Ellis, Ben 10, Chaotic, FIFA, Monster Jam, Sesame Street, Teenage Mutant Ninja Turtles, The Simpsons, Bakugan and Goosebumps.
PRIMARY BUSINESS: Footwear and apparel.
POINT OF DIFFERENTIATION: SGCompanies implements aggressive marketing initiatives, comprised of retail POS and promotional programs (value added-incentives, gift-with-purchase and purchase-with-purchase gift sets), advertising in targeted core consumer and trade magazines, and ongoing trade and consumer PR efforts providing one-stop shopping for apparel and footwear. Distribution: Global.

HBA

Coty (www.coty.com)
2 Park Avenue, New York, N.Y. 10016
Tel.: 212 479-4300
SAMPLING OF LICENSES: Halle Berry, Jennifer Lopez, Kylie Minogue, Sarah Jessica Parker, Vera Wang, Calvin Klein and David Beckham.
PRIMARY BUSINESS: Cosmetics and fragrances.
POINT OF DIFFERENTIATION: Coty has one of the strongest and long-standing portfolios of licensed celebrity fragrances. Coty has offices in more than 30 countries and a strong presence in 91 markets. Coty's unique business model, based on its power brands, licensing agreements, acquisitions and joint ventures, gives the company an agility and flexibility that sets it apart. Distribution: Global.

Elizabeth Arden (www.elizabetharden.com)
200 Park Ave. South, New York, NY 10003
Tel.: 212 261-1000
SAMPLING OF LICENSES: Badgley Mischka, Britney Spears, Danielle Steel, Daytona 500, Elizabeth Taylor, Geoffrey Beene, Halston Fragrances, Hilary Duff, Hummer, Mariah Carey, Nanette Lepore and Usher.
PRIMARY BUSINESS: Cosmetics and fragrances.
POINT OF DIFFERENTIATION: Elizabeth Arden is a global prestige beauty products company with an impressive portfolio of prestige beauty brands. Distribution: Global.

24 www.licensemag.com November/December 2009

Voor de 3de keer is Leomil één van de twee Europese bedrijven die met een plaats in de category Footwear beloond werden.

De Leomil Group is gespecialiseerd in de ontwikkeling en marketing van licentieschoeisel en -kleding en in de distributie naar alle Europese ketens. Doorheen de jaren heeft Leomil een Europese leiderschapspositie op dit gebied opgebouwd.

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