

Infinity Headwear Partners With The Collegiate Licensing Company to Launch Exclusive Mascot Line

Infinity Headwear and Apparel, Inc. Partners With The Collegiate Licensing Company to Launch Exclusive Collegiate MascotWear Collection

July 16, 2010 - [PRLog](#) -- Rogers, A.R. (July 16, 2010) – Infinity Headwear and Apparel, Inc. today announced a partnership with The Collegiate Licensing Company (CLC), an IMG Company, to launch an exclusive MascotWear collection focused on collegiate mascot-inspired apparel.

The new line features an array of products that allow children the opportunity to dress up as his or her favorite college mascot. Initial products in the line will include infant and youth full-bodied Halloween costumes, hooded fashion tops, towels, bathrobes, sleepwear, and rainwear.

“We are thrilled to have obtained the exclusive license for a new category of apparel and accessories with The Collegiate Licensing Company,” said Doug Keller, President and Founder, Infinity Headwear and Apparel, Inc. “MascotWear is an apparel and accessories line dedicated to representing the on-field mascot for both kids and adults. We look forward to driving sales with this new category and increasing Infinity’s market share with iconic brands paired with innovative apparel and accessories at the retail level,” he continued.

"We have long believed college mascots would have great applications as costumes, but finding the right partner to execute such a program proved challenging," said Scott Bouyack, Vice President of Apparel Marketing, The Collegiate Licensing Company. "We're very excited to launch this new relationship with Infinity Headwear & Apparel, and have great confidence in their ability to make this a successful new category of business for our collegiate clients and their loyal fans."

Beginning August 2010, MascotWear products will be available through multiple channels including select retail stores, bookstores, and directly through its ecommerce website, www.mascotwearnation.com. The initial launch will be available in infant/toddler and youth sizes, with an adult collection to be introduced in 2011.

The exclusive MascotWear program will debut with 22 collegiate institutions including The University of Alabama, The University of Arizona, University of Arkansas, Auburn University, Clemson University, University of Florida, University of Georgia, University of Illinois, University of Kansas, University of Kentucky, Louisiana State University, University of Mississippi, University of Missouri, University of Nebraska, University of North Carolina, Oklahoma State University, University of South Carolina, University of Tennessee, The University of Texas, Texas Tech University, West Virginia University, and University of Wisconsin. Infinity Headwear & Apparel will be adding additional colleges and universities on a rolling basis.

ABOUT INFINITY HEADWEAR AND APPAREL, INC.

Infinity Headwear and Apparel, Inc. is a privately held company headquartered in Rogers, Arkansas, with additional offices in New York. Founded in 1997, Infinity headwear is a licensee of brands, including: General Motors, Team Realtree, Wrangler, Miller Brewing Co., and the NCAA. Infinity manufactures private label product for many specialty, mid-tier and mass retailers.

ABOUT THE COLLEGIATE LICENSING COMPANY

CLC is a division of global sports and entertainment company IMG. Founded in 1981, CLC is the oldest and largest collegiate licensing agency in the U.S. and currently represents nearly 200 colleges, universities, bowl games, athletic conferences, The Heisman Trophy and the NCAA. The mission of CLC is to be the guiding force in collegiate trademark licensing and one of the top sports licensing firms in the country. CLC is dedicated to being a center of excellence in providing licensing services of the highest quality to its member institutions, licensees, retailers and consumers. Headquartered in Atlanta (Ga.), CLC is a full-service licensing representative, which employs a staff of more than 80 licensing professionals who provide full-service capabilities in brand protection, brand management, and brand development. For more information on CLC, visit: www.clc.com or www.imgworld.com.

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ABOUT MASCOTWEAR BY INFINITY

The MascotWear brand and category was created in 2010 as the result of a license between Infinity Headwear and Apparel, Inc. and The Collegiate Licensing Company (CLC). MascotWear products can be found on the company's website, <http://mascotwearnation.com>.

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