

FOR IMMEDIATE RELEASE

# Cottage Life MEDIA

## COTTAGE LIFE TO EXPAND INTO LICENSED CONSUMER PRODUCTS

*Cottage Life Media Signs with The Licensing Shop Inc.*

TORONTO – January 27, 2014 – Cottage Life Media announced today the appointment of The Licensing Shop Inc. (TLS) as their representative to assist in the development of a lifestyle consumer products program. The Licensing Shop is tasked with helping to launch a licensed merchandise program under the Cottage Life brand. Al Zikovitz, President and Chief Executive Officer of Cottage Life Media explains, “Cottage Life consumer products will be an organic extension of our brand. Whether it’s a lakeside retreat, a mountain chalet or a cozy apartment, our line of stylish and innovative products will be welcome in every space, in every home.”

Nancy Fowler, Executive Vice President of The Licensing Shop, continues, “We are thrilled to be working with Cottage Life and look forward to assisting them to launch a branded merchandise program at retail. The Cottage Life brand reaches millions of Canadians each month through their TV network, print magazine, consumer events and digital media platforms. Licensees will have the benefit of that marketing power when they are ready to launch product.”

The Licensing Shop will initially pursue suitable partners in the outdoor lifestyle, home décor, and food and entertaining product categories.

**About Cottage Life Media:** Cottage Life Media is a division of Blue Ant Media Partnership and has been the definitive source for weekend living entertainment since 1988. The company publishes Cottage Life, Cottage Life West, and Outdoor Canada and produces the annual Cottage Life consumer shows in Toronto and Edmonton. Cottage Life, a national television channel launched this past fall. Cottage Life Media brands reach more than 4.5 million Canadians every month.

[www.cottagelife.com](http://www.cottagelife.com)

**About The Licensing Shop Inc.:** TLS is a brand management agency specializing in the strategic licensing of intellectual property on behalf of its clients. Founded in 2006 by Steve and Nancy Fowler, their expertise focuses on extending brands into licensed consumer products to create new revenue streams for brand owners in addition to the incremental marketing benefits of reaching new consumers.

[www.thelicensingshop.com](http://www.thelicensingshop.com)

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