

FOR IMMEDIATE RELEASE

Cottage Life

Cottage Life Media Launches New Consumer Products Program

Cottage Life product line to debut at Toronto Gift Fair this month

Toronto, CANADA - January 7, 2015 – The Licensing Shop Inc. (TLS) announces new consumer products' licensees on behalf of **Cottage Life Media** which will be unveiled to retailers at the upcoming Toronto Gift Fair this January 25-29. The uniquely designed merchandise is a selection of furniture, home decor and food products that mixes country casual with contemporary comfort. Interior design expert **Karl Lohnes** consulted with the **Cottage Life** team to direct product development and identify trends to ensure the merchandise program combined a relaxed and refreshed feel in keeping with the brand's long-standing history.

The new **Cottage Life** product line will be produced and marketed by Canadian-based manufacturers and designers who have developed a coordinated and high-quality product line. The **Cottage Life Weekend Collection** hand-crafted by **RuffSawn** includes bedroom and dining room furniture in beautiful woods, stains, and styles. **Brunelli** has designed cozy bedding and soft line kitchen linens. **Dundalk LeisureCraft** has hand-crafted the "Ultimate" **Cottage Life** Outdoor Furniture Collection made from western red cedar and pine woods. **Country Home Candle** has developed a beautiful Made-in-Canada collection of scented candles that will brighten every home. **Premier Gifts and Orange Crate Foods** have brought **Cottage Life** entertaining to life with a full line of grilling seasonings and sauces, hot and cold dips, salsas, and salad dressings.

Cottage Life products will debut at **The Toronto Gift Fair** (January 25-29), Canada's largest trade gift show, which attracts national retail buyers. The official consumer launch will kick off at the annual **Spring Cottage Life Show** (March 27-29) at the International Centre in Toronto.

The **Cottage Life** brand has a 26-year history in Canada and was recently named the *2014 Magazine of the Year* at the **National Magazine Awards** gala in Toronto. The brand launched a national TV Channel and **Cottage Life West** magazine in 2013 to expand the brand nationally. The new product line will be promoted extensively throughout the Cottage Life multi-media platforms, reaching more than 3.5 million Canadians monthly through the magazine, television channel, website, and three annual consumer shows in Toronto and Edmonton.

Cottage Life Media is a division of Blue Ant Media and has been the definitive source for weekend living entertainment since 1988. The company publishes *Cottage Life* and *Cottage Life West*, and produces annual consumer events including the Spring & Fall Cottage Life Show and Edmonton Cottage Life & Cabin Show. cottagelife.com

Blue Ant Media is a privately held media company that creates and distributes content internationally in categories that span lifestyle, travel, music, nature, and documentary. The company owns and operates 11 media brands including Cottage Life, AUX, Smithsonian Channel Canada, and Oasis. Blue Ant publishes its content across its television, mobile, web, and magazine properties. It also produces experiential events and consumer shows built around its areas of focus. Blue Ant Media is based in Toronto and recently made an investment in Omnia Media, a YouTube video network operating in Los Angeles. blueantmedia.ca

The Licensing Shop (TLS) is a brand licensing agency specializing in the strategic development of consumer products based on entertainment, talent, and fashion brands. Founded in 2006 by Stephen and Nancy Fowler, TLS' key expertise is helping its clients to focus on extending their brands into licensed merchandise programs. www.thelicensingshop.com

Media contact:

Jennifer Mason

Director of Corporate Communications and Marketing
Blue Ant Media
416.456.1042
Jennifer.mason@blueantmedia.ca