



**THE LICENSING SHOP INC. ANNOUNCES ROUND UP OF NEW CALGARY STAMPEDE™ LICENSEES  
LICENSEES POISED TO LAUNCH AS PART OF CENTENNIAL CELEBRATION**

**FOR IMMEDIATE RELEASE:**

TORONTO (April 25, 2012) – Today, The Licensing Shop Inc. (TLS) announced a roster of new licensees signed on to develop and market a line of Calgary Stampede™ licensed consumer products. The Calgary Stampede™ will mark its 100<sup>th</sup> Centennial in July 2012 with many high-profile local, national and international marketing events and activities.

Licensees include the following:

- GGS Ltd. for apparel and small leather goods
- Stuffed Animal House for plush products focused on mascot “Harry the Horse”
- Hunter Canada for glassware and souvenir collectibles such as lapel pins
- Frameworth for posters, photographs, greeting cards and high-end collectibles
- Pollard Banknote for scratch card lotteries
- Cloud-Rider Designs Ltd. for auto accessories
- Live Nation for e-commerce including a re-launch of the CalgaryStampede.com store
- Quintaro for high-end art collectibles
- RJ Enterprises for a “Party-in-a-box” concept in addition to a variety of souvenir items
- NuMarketing for a co-branded Coyote Pancake Mix
- Highwood Distillers for a co-branded whiskey product

In addition to these licensees procured by TLS, the Calgary Stampede™ has signed merchandising partnerships with Roots Canada, Smithbilt Hats and Justin Boots.

Coinciding with the launch, the Calgary Stampede™ is introducing a new anti-counterfeiting program using holographic labels and hangtags to clearly identify officially licensed products.

**ABOUT THE CALGARY STAMPEDE™**

The Calgary Stampede™ is a volunteer-supported, not-for-profit community organization that preserves and promotes western heritage and values. The Stampede contributes to the quality of life in Calgary and southern Alberta through its world-renowned 10-day Stampede, year-round facilities, western events and several youth and agriculture programs. All revenue is reinvested into Calgary Stampede™ programs and facilities.

<http://calgariystampede.com/>

**ABOUT THE LICENSING SHOP INC.**

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