



THE LICENSING SHOP
A BRAND MANAGEMENT COMPANY

**EARTHBOUND LLC APPOINTS THE LICENSING SHOP INC. AS
CANADIAN REPRESENTATIVE**

TLS to Support Earthbound's Brand Development of Rogers' Publishing Brand Portfolio

TORONTO – November 15, 2012 – Earthbound LLC announced today the appointment of The Licensing Shop Inc. (TLS) as their Canadian representative. The Licensing Shop will be representing lead consumer brands from Rogers Publishing including:

- **Chatelaine** -- Canada's leading women's media brand makes the everyday extraordinary for more than 4 million women each month by bringing together the very best of style, home, food, health and real life.
- **Today's Parent** – As Canada's favourite source of parenting information, Today's Parent delivers information, ideas, activities and more to an engaged community of close to 1.7 million parents.
- **FLARE** – For more than 30 years, FLARE has been Canada's fashion authority and reaches more than 1.4 million style-minded readers.
- **LOULOU** – Packed with expert advice and celebrity styles, LOULOU delivers the hottest fashion, beauty and lifestyle buys on the Canadian market to its audience of more than 1 million alpha-shoppers.

Earthbound LLC was founded in 1999 by a team with the perfect blend of experience of retail strategy, licensing and creative brand-building. By identifying and linking the right opportunity to the right retailer, they have been able to bring their clients' vision to life. Within their first year of operation, Earthbound secured the breakthrough partnership between Isaac Mizrahi and Target.

Jeffrey Cohen, Founding Partner and President of Earthbound, commented, "We are excited about our new working relationship with TLS in Canada. Although we have the licensing expertise in-house, we know that having a team on the ground locally will help us to achieve our objectives faster. Our core expertise of direct-to-retail programs is well complemented by TLS' core expertise of building licensed merchandise programs."

TLS represents brands such as Skechers and Sesame Workshop and was established in 2006 by Steve and Nancy Fowler who returned home to Canada from working abroad in the global licensing and entertainment industries. Steve Fowler, President of TLS, commented, "We really admire what Earthbound has achieved in the industry and feel that we make a great team together. We look forward to helping them to develop their business in the Canadian marketplace."

TLS will initially be pursuing suitable partners in the home, food, fashion and DIY hobby & craft product categories.

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