



THE CALGARY STAMPEDE™ TO LAUNCH BRANDED MERCHANDISE PROGRAM FOR CENTENNIAL CELEBRATION

APPOINTS THE LICENSING SHOP INC. TO MANAGE BRAND

FOR IMMEDIATE RELEASE:

CALGARY (November 17, 2011) – Today, the Calgary Stampede announced the appointment of The Licensing Shop Inc. to assist in the development and launch of a Calgary Stampede™ branded merchandise program for the 2012 Centennial event. The Calgary Stampede™ will mark its 100th anniversary in July 2012 with many high-profile local, national and international marketing events and activities.

Laura Babin, The Calgary Stampede's Centennial Strategist, commented, "We felt the Centennial celebration was the right time to develop a coordinated branded merchandise program. By extending the 'Calgary Stampede' brand into appropriate and new products and distribution channels, we hope to offer our fans and new consumers a fun and creative means to celebrate the Centennial milestone."

Steve Fowler, President of The Licensing Shop Inc., added, "The Calgary Stampede™ is a beloved Canadian institution and world renowned. We are looking forward to help create a merchandise program that captures the essence of The Calgary Stampede™ brand. We will be pursuing partners in various categories but initially in the food, apparel, gift and collectibles categories."

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://calgarystampede.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

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