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BROAD STREET LICENSING GROUP NAMED TO ‘WORLD’S TOP 25 LICENSING AGENCIES’ BY *LICENSE! GLOBAL* MAGAZINE

MONTCLAIR, NJ – April 13, 2010 – *License! Global* magazine has named **Broad Street Licensing Group** one of the industry’s top 25 licensing agencies worldwide.

BSLG’s key properties include **Burger King**, **Gourmet Boutique Foods**, **Bruegger’s Restaurants**, **The Culinary Institute of America**, **Rich Foods**, **Leone D’Oro**, **Eagle Family Foods** and **Unilever**. The agency is generally considered the world’s experts in leveraging restaurant and food brands to retail. Also fueling BSLG’s growth is the expansion of its brand acquisition activities, as well as its growing international reach and brand assessment capabilities. For 2010, the agency will continue its focus on food and restaurant brands, building strategic and innovative brand extension opportunities for its clients in both the consumer and B2B marketplaces. Key achievements during 2009 included multiple **Burger King** frozen, fresh and snack food lines sold through grocery, c-stores, club, mass, drug and vending, as well as international growth with prepared entrées, appetizers and condiments in the U.K. market and expanding penetration in Europe, Asia, South America and the Middle East.

The Culinary Institute of America continued its strong sales this past year with its CIA Masters Collection of cookware, bakeware and cutlery from Robinson Home Products, as well as expanded product lines including the Instant Gourmet Kitchen Sets and the CIA Pro-Series food processors by Vita Mix. The **Leone d’Oro** brand was launched with a line of fine Italian wines sold across the U.S. and the licensing of a branded Leone d’Oro Private Wine Estate Tours through the Italian wine regions. BSLG expanded market-leader **BIC USA**’s position as category leader for disposable lighters with the acquisition of brands, including the *Playboy* brand and music groups such as Aerosmith, Kiss, Motley Crue, Lynrd Skynyrd and Ozzy Osbourne. Sales of NASCAR-drivers Dale Earnhardt Jr, Jeff Gordon and Kasey Kahne continued to climb throughout 2009. Strong retail channels in 2009 and 2010 include grocery, club, mass market, c-stores, vending and e-commerce.

About Broad Street Licensing Group

Broad Street Licensing Group (BSLG) is the world leader in food & restaurant licensing. They develop long-term licensing partnerships for their clients focusing on brand extensions designed to reach across platforms and channels of distribution. In addition to Burger King, their roster of experience includes Bruegger’s Bagels, The Culinary Institute of America, Rich’s Foods, ReaLemon, BIC USA, Unilever, Fabergé, Cutty Sark, Bugatti, Helene Curtis, American Express Good Humor-Breyers, Samsonite, and Popsicle.



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