



***License! Global* takes a comprehensive look at the top licensing agencies representing some of the biggest brands and creating industry buzz.**

MONTCLAIR, NJ – May 23, 2010 – *License! Global* magazine has named **Broad Street Licensing Group** one of the industry's top 30 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 2011, the agency continues 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 2010 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** branded line of fine Italian wines is sold across the U.S. 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 Allman Bros, ZZ Top, AC/DC, Kiss, Motley Crue, Lynrd Skynyrd and Ozzy Osbourne. Sales of NASCAR-drivers Tony Stewart, Dale Earnhardt Jr and Jeff Gordon continued to climb throughout 2010. Strong retail channels in 2010 and 2011 include grocery, club, mass market, c-stores, vending and e-commerce.

