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LICENSING MERGER BENEFITS RETAILERS

(Norfolk, VA) - The sports licensing division of Baseline Sports, Inc. of Norfolk, VA and Logic Licensing, Inc. of High Point, NC have combined to form the Baseline Licensing Group, LLC (BLG).

BLG manufactures a complete line of officially licensed home products led by sofas and recliners. The young fans are included as well with our line of kids' recliners and video rockers. All of these pieces are produced in a durable & cleanable micro fiber in team colors. A patented logo process represents your team with style and durability that can handle the excitement.

BLG is also continuing to expand into other family products including kids' bedroom, rocking chairs and several "Next Generation" items like youth flashlights, lantern and overnight kits.

BLG is officially licensed with the NFL, NASCAR and its top teams, the Collegiate Licensing Company, Ohio State, Virginia Tech and the NBA.

Red Barnes, President of BLG says "2006 is going to be a banner year for Baseline. This group has so many synergies that it is mind boggling. Bringing the entire sports licensing spectrum under one roof simplifies the retailers buying decision."

Baseline Sports, Inc. is a national leader in wholesale distribution of officially licensed products. Founded in 1987, Baseline is a privately owned company with corporate headquarters and distribution facilities in Norfolk, Virginia and a distribution warehouse in Fort Wayne, Indiana. Partners, Red Barnes, Gary Roberson and Alex Payton have been involved in all aspects of the licensed collectibles categories.

Logic Licensing, Inc. was created in 2002 by Brown Council and Jay Shurling to enter the NASCAR licensed market with home furnishings. Logic built the category for NASCAR and included several other licensees' product in their home category distribution, allowing retailers to consolidate their entire sports portfolio at one store. In 2005, Logic added to their lineup the Collegiate Licensing Company. Adding additional licensing was key to the plan that Logic President Brown Council had envisioned.

"BLG brings it all together. Our businesses completely compliment each other. We get along very well; mutually respect each other with complementing skills and resources. Best of all, we have a powerful lineup of product that allows us to create a multi-platform licensed sports-home lifestyle company."

NFL home games are always sold out – You're favorite NASCAR event just moved to the other side of the country – Can't always get to your Alma Mater for those beloved football and basketball games.

Now you're at home watching your favorite teams play and feeling completely out of touch.

What's a home bound fanatical sports lover to do?

Baseline Licensing Group's products were created to answer just that.

BLG will be displaying its full line of licensed furniture at the High Point International Home Furnishings Market April 24 – May 3, 2006. The showroom is located in the basement of the 100 S Main Street on the Corner of Main and High.

For more information, please contact Marcy Comstock - 757-626-1520

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