

FOR IMMEDIATE RELEASE

October 18, 2007

CONTACT:

Colleen Kmiecik
ckmiecik@marxlayne.com
248-855-6777

Michael Kern
mkern@marxlayne.com
248-855-6777

New remote control gives college sports fans a 50-yard line seat with just one click

North American Licensing Company L.L.C. offers first-ever universal remotes officially licensed by NCAA universities

BIRMINGHAM, Mich.— Attention all college sports fans: North American Licensing Company, L.L.C. and College Remotes are bringing the game day experience to your remote control. Fans of the pigskin can now watch their favorite team with the use of the first officially licensed universal remote controls.

It's never been easier for college sports fans to support the school that matters most to them from their couches. The universal remote control, which comes in school colors and features official school athletics logos, consolidates up to four devices, including television, a cable or satellite box, VCR, DVD and personal video recorder.

“The universal remote is the perfect addition to the home of any college sports fan,” said Jonathan Thomas, president of North American Licensing Company, L.L.C, “Fans everywhere can flash their school spirit while taking advantage of the practical benefits of the remote. Most households have multiple viewing areas and multiple viewing devices. The universal remote allows you to control your television, DVD players, and cable or satellite receiver with one easy-to-use device.”

The remote has the world's largest code library for easy programming and dedicated MENU keys that are compatible with digital cable or satellite television. Manufactured

by ONE FOR ALL, a worldwide leader in remote control technology, it retails for \$19.99 and comes with a full lifetime warranty.

The remote is available at Sears, Kmart and select campus retailers or online at www.collegeremote.com. Officially licensed universal remote controls are available or are coming soon for 50 of the nation's top college programs, including:

| | |
|---------------|----------------|
| Alabama | Michigan State |
| Arizona | Minnesota |
| Arizona State | Missouri |
| Arkansas | Nebraska |
| Auburn | North Carolina |
| Clemson | Ohio State |
| Duke | Oklahoma |
| Florida | Oklahoma State |
| Florida State | Oregon State |
| Georgia | Penn State |
| Georgia Tech | Purdue |
| Illinois | South Carolina |
| Kansas | Stanford |
| Kansas State | Tennessee |
| Kentucky | Texas |
| LSU | Texas A&M |
| Louisville | Texas Tech |
| Maryland | Virginia |
| Miami | Washington |
| Michigan | Wisconsin |

About North American Licensing Company L.L.C.

North American Licensing Company (NALC) is a sales and marketing company that provides national brand consumer products to the professional and collegiate sports industries. Based in Birmingham, Mich., the company focuses on placement of highly consumable products that will generate incremental sales to an individual college or pro sports team. NALC offers world class products, backed by a lifetime guarantee. For additional information, please visit www.nalicensing.com or call (248) 203-2985.

###