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FATBOY USA PARTNERS WITH COLLEGIATE LICENSING COMPANY TO LAUNCH TWO ICONIC COLLEGE COLLECTIONS

COLLEGIATE FATBOY® EDISON THE PETIT AND COOPER CAPPIE COLLECTION



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COLLEGIATE FATBOY® ORIGINAL COLLECTION

ORDER NOW!



Dallas, Texas – September 9, 2015 – Fatboy® USA announced today it is leveraging the Fatboy DNA of high quality, high functionality, durability, and uniqueness to bring their lifestyle brand to the collegiate world. A new line of spunky, portable Fatboy® Edison the Petit lamps, Fatboy® Cooper Cappie lampshades and Fatboy® Original beanbags will now be sporting the school logos of 11 major U.S. institutions just in time for the football season.

Through a partnership with Collegiate Licensing Company, which represents nearly 200 leading collegiate institutions nationwide, Fatboy’s initial product rollout will include The University of Alabama, University of Florida, Florida State University, Louisiana State University, University of Missouri, The University of Oklahoma, University of South Carolina, Stanford University, Texas A&M University, Texas Christian University, and University of Washington.

For more than a decade, Fatboy has been bringing innovative lifestyle products to people all over the world. Fatboy’s identity is anchored in iconic designs mixed with a creative spirit and a sense of humor that extends into all their product offerings. Fatboy strives to enhance experiences by designing functional and unique furniture and lighting collections for both indoor and outdoor lounging. They incorporate elements of those much-loved products of yesteryear and mix them with a twist of contemporary design.

Their new collegiate collections are also designed to be timeless mementos cherished by college fans during their school years, extending through their adult years.

“We are thrilled to work with the Collegiate Licensing Company, a national leader in collegiate licensing with a proven level of expertise and a track record of success, on our initial roll-out of collegiate collections,” says CEO and President of Fatboy USA, Paula Masters. “We are eager to introduce another exciting product line to our fan base and infuse the collegiate world with a new spirit and energy with our functional and well-designed lifestyle products,” continued Masters.

After a decade the Fatboy® Original beanbag has become a true icon. Renowned for its durability and fun design, it is no wonder Fatboy is offering a school spirited version in their new colligate collections. The collegiate branded Original will be adorned with a university logo on the front side, and a university tagline on the back. Its oversized design makes it a perfect choice for lounging and its strong nylon fabric makes it nearly indestructible.

Within only a brief time, Fatboy® Edison the petit lamp and the Fatboy® Copper Cappie lampshade have become favorites within the Fatboy portfolio of collections. The lamp is portable and rechargeable, so it can be taken anywhere at any time. The collegiate branded Edison the Petit and Cooper Cappie lampshade will be decorated with a university logo and corresponding tag line. The lamp lights up from head to toe and has three different settings so no matter what setting you prefer, the Edison illuminates the university logo and will reflect a true team spirit.

Both the collegiate branded Original and Edison the Petit and Cooper Cappie collections are perfect for dorm rooms, media rooms and for tailgating parties. These exciting new collections will be available starting September 1, 2015 at fatboyusa.com, as well as college bookstores across the nation

For more information about Fatboy® USA and its products, please visit fatboyusa.com or e-mail info@fatboyusa.com

About Fatboy

Fatboy® is a lifestyle brand that excels in thinking outside the box. Fatboy has been challenging the concepts of lifestyle products since 2002, when it set out to create the perfect lounge chair— designed for fashion, for comfort, and tailored for an unmatched lounging experience. Today, Fatboy brings energizing comfort and smiles to people in over sixty countries worldwide with a growing line of lifestyle products. Their identity is anchored in iconic European design mixed with a creative spirit and a sense of humor that extends into all of their product offerings. Fatboy is known for creating iconic products with a simple yet compelling idea reflected in their tagline, "Deleting Dull". Their tagline aligns with what has remained the core of the Fatboy brand philosophy from birth, which is to design captivating product to evoke an authentic change in people's minds for the better through the experience they have with their lifestyle product.

About Collegiate Licensing Company

CLC is a division of global sports and entertainment company IMG. Founded in 1981, CLC is the leading collegiate trademark licensing agency in the U.S. and currently represents nearly 200 colleges, universities, bowl games, athletic conferences, The Heisman Trophy, the College Football Playoff, and the NCAA. Headquartered in Atlanta (Ga.), CLC's staff of over 90 licensing experts provides full-service capabilities in brand protection, brand management, and brand development. For more information on CLC, visit: www.clc.com or www.imgworld.com.