



[Infinity Headwear & Apparel Closes Investment Round](#)

Infinity Headwear adds angel investors following launch of MascotWear

Online PR News " 30-November-2010" Rogers, AR, Infinity Headwear and Apparel, Inc. (Infinity) today announced that it has secured an undisclosed amount of equity financing from a group of angel investors. Proceeds of the investment will provide operating capital to support Infinity's recent launch of MascotWear, an exclusive collection of collegiate mascot-inspired clothing licensed through The Collegiate Licensing Company (CLC), an IMG Company.

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The CLC license for MascotWear is the first of its kind to focus on official collegiate mascot apparel and is exclusive to Infinity in the 3-D Hooded Apparel category. The line launched with children's MascotWear, with an adult line to follow in 2011. Current products include: Hooded Fleece Costumes, Hoodies, Hooded Bath Towels, and a pet line. Currently, MascotWear is produced for the following schools: Alabama Crimson Tide, Arkansas Razorbacks, Florida Gators, Georgia Bulldogs, Kentucky Wildcats, LSU Tigers, Ohio State Buckeyes, Oklahoma Sooners, South Carolina Gamecocks, Tennessee Volunteers, Texas Longhorns, and USC Trojans.

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The MascotWear product was launched in August 2010 and debuted to double-digit weekly sales in the first 90 days. The product is currently being sold exclusively on a retail level at Wal-Mart, and directly through the company's website at <http://MascotWearNation.com>. Infinity CEO, Doug Keller, stated, "We are thrilled to have new investors who bring relevant experience and expertise to support Infinity as we enter this very exciting phase of growth. The response to MascotWear has been phenomenal, and we look forward to increasing our physical retail presence, as well as our ecommerce platform."

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MascotWear will be adding additional institutions and other sports properties on a rolling basis.

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ABOUT INFINITY HEADWEAR AND APPAREL, INC.

Infinity Headwear and Apparel, Inc. is a privately held manufacturer and marketer of headwear, apparel and accessories headquartered in Rogers, Arkansas, with additional offices in New York. Founded in 1997, Infinity is a licensee of major brands, including: General Motors, Team Realtree, Wrangler, Miller Brewing Co., and the NCAA. In addition, Infinity manufactures private label headwear, apparel and accessories for major branded apparel companies and specialty, mid-tier and mass retailers.

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ABOUT MASCOTWEAR BY INFINITY

"The MascotWear brand and category was created in 2010 as the result of an exclusive license between Infinity Headwear and Apparel, Inc. and The Collegiate Licensing Company (CLC) to launch an exclusive collection focused on collegiate mascot-inspired apparel.. MascotWear products can be found on the

company's website, <http://mascotwearnation.com>.

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ABOUT THE COLLEGIATE LICENSING COMPANY

CLC is a division of global sports and entertainment company IMG. Founded in 1981, CLC is the oldest and largest collegiate licensing agency in the U.S. and currently represents nearly 200 colleges, universities, bowl games, athletic conferences, The Heisman Trophy and the NCAA. The mission of CLC is to be the guiding force in collegiate trademark licensing and one of the top sports licensing firms in the country. CLC is dedicated to being a center of excellence in providing licensing services of the highest quality to its member institutions, licensees, retailers and consumers. Headquartered in Atlanta (Ga.), CLC is a full-service licensing representative, which employs a staff of more than 80 licensing professionals who provide full-service capabilities in brand protection, brand management, and brand development. For more information on CLC, visit: <http://www.clc.com> or <http://www.imgworld.com>.

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