



EMBARGOED UNTIL JUNE 2016

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Beanstalk Continues to Grow the U.S. Army's Licensing Program

The U.S. Army Trademark Licensing Program leverages the brand's values of pride, performance, and personal development to build positive brand awareness and expand on American consumer touch points. Recently, four new licensees have joined the U.S. Army's ever-growing licensing program: RMS International, Decopac, PPI Apparel and Isaac Morris Limited.

Licensee RMS International will draw on the U.S. Army's equities of performance and pride to create a new line of U.S. Army branded hard-sided luggage, brief cases and premium duffel bags. These products will target avid travelers looking to stay stylish yet secure while also showing their support for the U.S. Army.

DecoPac, Inc., a leader in the cake bakery and food decoration space, has signed a license agreement with the U.S. Army to launch a series of branded edible cake images that consumers can use to decorate their favorite sweet treats. U.S. Army edible cake images can be found online and in local supermarkets.

In an effort to expand product offerings to the female market, the U.S. Army has also signed licensing agreements with PPI Apparel and Isaac Morris Limited. PPI Apparel will bring to market U.S. Army loungewear and sleepwear for women. Isaac Morris will focus on creating a line of juniors apparel for distribution in mid-tier retailers nationwide.

The U.S. Army Trademark Licensing program is also looking forward to expanding into the following categories of focus: exercise equipment, office supplies, party supplies, sporting goods, swimwear and the digital and interactive space.



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The U.S. Army Expands Home Offerings with Uplifting Wall-Décor

New York, New York, June XX, 2016 – The U.S. Army has entered into a licensing agreement with UNIFORMED Collection to expand its home offering to include uplifting wall-décor sourced from reclaimed wood.

The rustic wall-décor is hand-built, hand-stenciled and uniquely crafted to express inspirational and heartfelt sentiments such as, “Never, never, never give up,” and “Family means nobody gets left behind.” Featuring reclaimed wood, the décor is sustainably sourced from recycled green building material, which also gives each piece a uniquely different look and feel.

Launching in July 2016, these pieces will aim to target service members, veterans, spouses, friends and family members who are looking for a unique way to express their love for the U.S. Army as well as national pride. The collection was developed in response to the growing demand from service members and families to decorate their homes with on-trend, patriotic décor. Charles Lovern, President of UNIFORMED Scrapbooks of America commented, “Customers want a unique format to tell their story and express their Army pride. Our wall décor turns smile to laughter and warms the heart.”

Current and potential customers include AAFES, Bed Bath and Beyond, Hobby Lobby, Cracker Barrel, Lifeway Christian and many more retailers of wall décor.

About Uniformed Scrapbooks of America

UNIFORMED began as just an idea; an idea to create something special for my husband.

Something that not only strengthened his memories and experiences, but that also captured the essence of him in uniform and the pride and integrity that comes along with being a service member. Two days at my kitchen table and the first UNIFORMED product was born. When I showed my husband, he loved it! I got the reaction I had hoped for. It only took a few minutes



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of him looking at it to decide that this was something we should offer to all service members and their families. When we first started this journey we had no idea what to expect, but we were very excited about what the future held. Today, UNIFORMED is providing a way to preserve cherished memories in a unique and personalized way. Gifts from our family to yours!

About the U.S. Army

Since 2004 the U.S. Army Trademark Licensing Program has strategically expanded its brand into more than 50 product categories including apparel, footwear, jewelry, consumer electronics, gift, collectibles and sporting goods. The program currently consists of over 230 Licenses and successfully leverages values of pride, performance and personal development to build positive brand awareness, while creating multiple touchpoints for consumers. Officially Licensed U.S. Army products are available in more than 50,000 stores across the United States, including major retailers such as Walmart, Target, Kohls, and Cracker Barrel. Ultimately, the key objective is to promote brand awareness through the development of quality licensed products that introduce a modern approach to the U.S. Army brand.

By federal law, licensing fees paid to the U.S. Army for the use of its trademarks provide support for the Army Trademark Licensing Program, and net licensing revenue is devoted to U.S. Army Morale, Welfare and Recreation programs.

About Beanstalk

Beanstalk, a global brand extension agency, works closely with our clients to unlock brand equity and create many of the world's most recognizable products and services. We help leading brands, celebrities, media properties, manufacturers and retailers creatively find ways to strengthen their relationship with their most important stakeholder – the consumer.



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Beanstalk offers a breadth of services including brand representation, manufacturer representation, icon representation, retailer partnerships, STUDIO B creative services, approvals management, legal and financial services, and royalty auditing. Blueprint – Powered by Beanstalk, our consulting division, advises clients through four key practice areas: brand extension + retail development, research + insights, design + identity, and operations + governance. Tinderbox, our digital division, works with gaming and new media properties to realize their potential in the world of consumer products.

The company is headquartered in New York, with offices in London, Miami, and Cincinnati, and affiliates throughout the world. For more information, please visit www.beanstalk.com. Beanstalk is part of the DAS Group of Companies.

About The DAS Group of Companies

The DAS Group of Companies, a division of Omnicom Group Inc. (NYSE: OMC) (www.omicomgroup.com), is a global group of marketing services companies. DAS includes over 200 companies in the following marketing disciplines: specialty, PR, healthcare, CRM, events, promotional marketing, branding and research. Operating through a combination of networks and regional organizations, DAS serves international, regional, national and local clients through more than 700 offices in 71 countries.