



Nancy Bailey & Associates, Inc.

BUILDING BRANDS THROUGH LICENSING

FOR IMMEDIATE RELEASE

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**Coppertone and Sesame Workshop Promote Suncare Awareness and UV Protection
for Children and Parents**

*Brand Licensing Agreements Will Introduce UV Protective Apparel and Headwear
Featuring Beloved Sesame Street Characters*

ATLANTA, GA, June 13, 2011 – Coppertone, America's number one suncare brand, and Sesame Workshop today announced a promotion to help protect children from harmful UV rays and educate parents on the importance of sun protection. Nancy Bailey & Associates, a leading corporate brand licensing agency, will assist the licensing partners in launching two new product lines — children's t-shirts from Children's Apparel Network and children's headwear from InnoVision Headwear. Both product lines will come with UPF 50+ protection, and feature recognizable and adored Sesame Street characters, as well as Coppertone branding to communicate the products' superior UV protection. The products will be available at mass retailers, catalogs, grocery, drug and department stores next spring.

"Good sun protection habits cannot begin early enough during childhood. It is important to have a holistic sun protection strategy that includes sunscreen for children six months and older, sunglasses, UPF hats and shirts," said Patricia Agin, Ph.D., Fellow, Skincare Research and Development, at the COPPERTONE Solar Research Center. "We hope that these products will provide parents with a fun, convenient way to help safeguard their children against potential skin damage from exposure to UV rays, while reinforcing the importance of sun protection at all times."

"We are thrilled to extend Sesame Street's Healthy Habits for Life initiative, helping families establish an early foundation of healthy living," said Maura Regan, Sesame Workshop's Senior Vice President and General Manager, Global Consumer Products. "Sesame Street is a natural part of a family's everyday routine, which also includes sun protection."

"Sesame Street is synonymous with child development and wellness so there couldn't be a better partner for the Coppertone brand to support its goal of suncare education and awareness," said Nancy Bailey, chairman, Nancy Bailey & Associates. "We're excited to launch this initiative and watch the program grow as we add distribution channels and more manufacturing partners throughout the rest of the summer and beyond."

About Nancy Bailey & Associates

Nancy Bailey & Associates is a full-service licensing agency specializing exclusively in the management of corporate trademark licensing programs, as well as providing consulting services. Headquartered in Atlanta, and with offices in Miami, New York, Los Angeles, London and Hong Kong, the company develops and manages successful licensing programs for several Fortune 100 companies. For more information, please visit www.baileylicensing.com. Nancy Bailey & Associates is a division of Beanstalk, a leading global brand licensing agency and consultancy, and is a part of Omnicom Group Inc. Diversified Agency Services (NYSE: OMC). Omnicom (www.omnicomgroup.com) is a leading global marketing and corporate communications company.

For more information about **InnoVision**, please visit www.ivheadwear.com, www.coppertonehats.com or contact: sales@ivheadwear.com.

For more information about **Children's Apparel Network**, please contact: Jeff Korman at 212-244-6023 or jeffk@childapp.com.