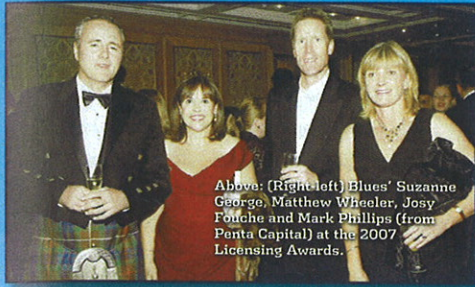


BluesNews

Thirty years is a long time in business and to remain at the forefront in the licensed apparel business is a major achievement, but Blues Clothing has done it.

With founder Adrian Nolan selling the business last year in a MBO backed deal, the company started a new chapter in its life.



Above: (Right-left) Blues' Suzanne George, Matthew Wheeler, Josy Fouche and Mark Phillips (from Penta Capital) at the 2007 Licensing Awards.

For over 30 years Blues has been a leading supplier of licensed apparel in the UK and Europe. When Adrian Nolan set up the business all those years ago he knew he had a good business model but never thought that in 2007 it would have grown to a company with a £30 million turnover with offices across the world.

With a recent management buy-out backed by Penta Capital and Allied Irish Bank (GB) Blues is now set to take the first steps on the next 30 years.

As part of the deal Matthew Wheeler joined the company as its non-executive chairman. But this is not Matthew's first taste of the licensing world as his is the former chairman of CPLG. And his experience as a former Northamptonshire county cricketer is bound to come in handy if the company has 'sticky wickets' to face.

Although Matthew's face is new in the Blues world, the fact that the majority of the senior management team remain with the company – longtime Blues director James Twist

is its managing director, Suzanne George its UK licensing director and Josy Fouche as its European licensing director, thereby retaining Blues' core knowledge.

"2008 and beyond is going to be an exciting time for the company," explained Matthew Wheeler. "The company has expanded steadily to lead its category and now with Penta's backing we are well positioned to continue that growth."

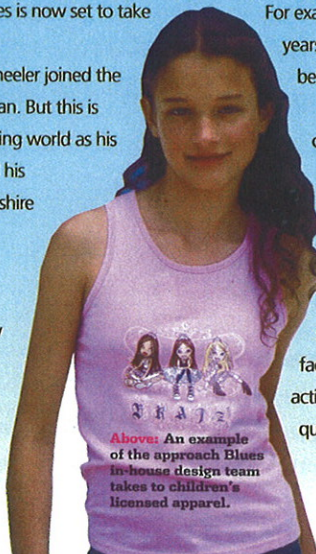
With the likes of Mickey Mouse, Bart Simpson, Fifi, Ben-10 and High School Musical, Blues' portfolio now boasts over 35 licences covering classics, toy, movie, TV and design driven properties. Blues product can be found in every major clothing retailer on the high street, including Woolworths, Next, Bhs, New Look and Mothercare as well as grocers like Tesco and Asda.

"Having been in the business some time now, we have developed great long-term relationships with our licensors.

For example Disney has worked with us for over 20 years and Marvel, Warner and Fox are not far behind," said Suzanne George.

The company's in-house design team will continue to enable the company to respond to specific product design needs.

"With our own sourcing office in Hong Kong, we are able to competitively find new products, we use fully audited factories in China, Sri Lanka, Bangladesh and Thailand," said Matthew. "In addition to this we also have factories in Turkey that allow us to remain proactive in delivering quick repeats and fast response quantities giving us even more flexibility."



Above: An example of the approach Blues in-house design team takes to children's licensed apparel.