

RNS Number : 1548R  
International Brand Licensing PLC  
27 April 2009

## **INTERNATIONAL BRAND LICENSING PLC ANNOUNCES A NEW FOOTWEAR PARTNERSHIP FOR ITS ADMIRAL BRAND**

International Brand Licensing Plc ("IBL") today announces that it has signed a new global distribution agreement for Admiral branded footwear with Sojitz General Merchandise Corporation ("Sojitz") of Japan.

Sojitz has a number of enquiries for its branded footwear in territories that the Admiral brand is not represented. Under this agreement IBL will receive a 3% royalty on sales.

This new agreement follows the sale of the Admiral footwear trademarks for Japan to Sojitz in September 2008 for £1.2m.

IBL Chief Executive, Tony Hutchinson, comments: "We are delighted to have entered this agreement with Sojitz, the former licensee, and now owner, of the Admiral footwear category in Japan. During the past four years Sojitz has invested heavily in Admiral footwear through extensive product development combined with focussed marketing, and has succeeded in making Admiral a highly desirable footwear brand in the young fashion sector of Japan.

The Sojitz website, [www.admiralfootwear.com](http://www.admiralfootwear.com), is now attracting demand from various markets around the world, and through this agreement Sojitz will supply not only the existing Admiral licensee network but retail groups in those markets where the brand is not presently represented. The fashion world today takes significant direction from Japan, and this cooperation takes the Admiral brand into an exciting new field as it approaches its centenary in five years time."

For further details please contact:

International Brand Licensing Plc  
Tony Hutchinson + 41 079 468 9450  
Adam Reynolds + 44 207 245 1100

Zeus Capital Ltd  
Ross Andrews +44 161 831 1512

This information is provided by RNS  
The company news service from the London Stock Exchange

END

AGRZZLFLKZBEBBK admin New Partnership 2737647 A Mon, 04/27/2009 - 07:00 Company  
Announcement - General EKF