

HENRY-AARON, INC. TO BE PART OF SARA LEE CORPORATIONS OLYMPIC EFFORT



Pictured (l. to r.) Aaron Turpeau, vice-president/CEO, Henry-Aaron, Inc.; Hank Aaron, president, Henry-Aaron, Inc.; Mike Davis, vice-president of licensing & business development, Sara Lee Corporation; and Lisa Hudspeth, director, Olympic licensing, Sara Lee Corporation.

Henry Aaron, Inc., has signed a sublicensing agreement with Sara Lee Corporation for the production and marketing of T-shirts, sweatshirts and sport-shirts for the 1996 Olympic Games.

"This was our original goal," said Hank Aaron, baseball's home run king and partner in Henry-Aaron, Inc., with Aaron Turpeau. "Atlanta is our home and we both worked to get the Olympic Games here. We set our sights to help market the Olympic Games. We were thrown a few curve balls, but we made it. It's another home run."

The agreement includes as partners Image Works, headquartered in Atlanta, and Dino Di Milano and Giant Prints, based in Miami. These organizations will be developing business and selling to a variety of special retail outlets with Image Works focusing on Georgia and the others working in the remaining southeastern states.

"Henry-Aaron, Inc. has outstanding graphics capabilities and art printing facilities that will complement and expand Olympic screenprint offerings currently available," said Lisa Hudspeth, Sara Lee's director of licensing for the 1994 and 1996 Olympic Games. "They have a strong sales force in place to service sublicensee channels and also have excellent relationships with retailers."

The sublicensing agreement

covers the Olympic marks for Atlanta, Lillehammer and U.S. Olympic Committee. Sara Lee has an exclusive licensing contract with the Atlanta Committee for the Olympic Games and the United States Olympic Committee, making Hanes and Champion the Official knit activewear brands for the 1994 and 1996 Olympic Games and Teams.

"Working with other minority firms has been the key that has allowed us to compete with the big guys," said Turpeau. "We are small now, but we have entered the big league with two of the most sought after licenses in the nation — Major League

Baseball and the 1994 and 1996 Olympic Games."

Aaron and Turpeau formed Henry-Aaron, Inc. in 1991 as a marketing firm specializing in license products. Their first venture was to assist in marketing T-shirts for nine U.S. Olympic teams prior to and during the 1992 Barcelona Games. In the spring of 1993, Henry-Aaron, Inc. received a major league baseball properties license to produce and wholesale a limited array of activewear products. After sales of more than \$2 million in the first four months, Henry-Aaron, Inc. received a national license.

1993 ALL-BIG WEST CONFERENCE FOOTBALL TEAM

FIRST TEAM - OFFENSE

Bryan Reeves, UN	WR
Mike Stephens, UN	WR
Mike Lee, USU	WR
Aubrey Thompson, USU	TE
Todd Shara, UN	OT
Jed DeVries, USU	OT
Harry Lemming, USL	OG
Rich Tylski, USU	OG
Warren Bowers, USU	C
Chris Vargas, UN	QB
LeShon Johnson, NIU	RB
Marquis Williams, ASU	RB
Profail Grier, USU	RB
Chris Boniol, LTU	PK

FIRST TEAM - DEFENSE

Ed Rufus, ASU	DL
Grant Carter, UOP	DL
Conrad Lewis, USL	DL
John Robinson, USL	DL
Tim Mauck, NMSU	ILB
Jermaine Younger, USU	ILB
Dan Godfrey, SJSU	OLB
Charles Pool, USL	OLB
Donald Stowers, NMSU	CB
Darius Cunnigan, UOP	CB
Jeff Russell, UOP	S
Orlanda Thomas, USL	S
Brad Faunce, UNLV	P
Polce Banks, NMSU	RS

BOWL MATCHUPS NOT MUCH OF SURPRISE

Following the release of the final regular-season college football polls, weeks of speculation and controversy came to a halt when the Orange, Sugar and Cotton Bowl matchups were announced last weekend.

Florida State (11-1) found themselves atop the rankings and in line for an Orange Bowl showdown with #2 Nebraska (11-0). In a rematch of last year's version, won by FSU 27-14, the Seminoles and Cornhuskers will be battling for a share of the National Championship. It'll be the 29th meeting between the top two teams in the Associated Press media poll.

The West Virginia Mountaineers earned a berth into the Sugar Bowl, facing #8 Florida (10-2). WVU could also earn a share of the National Championship by topping the Gators and seeing the Cornhuskers fall to Florida State. This scenario is highly possible, and the Mountaineers would likely be #1 in the

USA Today-CNN coaches' poll.

The Mountaineers turned down a Cotton Bowl invitation to play for more money in New Orleans. The Sugar pays each team \$4.15 million, as opposed to \$3 million for the Cotton.

#4 Notre Dame (10-1), who seemed to be a cinch for the national title following their win over the Seminoles, will face #7 Texas A&M (10-1) in a rematch

of last year's Cotton Bowl, in this year's version. The Fighting Irish, who were upset by Boston College one week after the FSU win, beat the Aggies last New Year's Day 28-3.

#9 Wisconsin (9-1-1) captured the Big Ten title after crushing Michigan State 41-20 in Tokyo last week and earned the right to face #14 UCLA (8-3) in the Rose Bowl in Pasadena.

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Willie's BEST BETS

THIS WEEK'S BEST BETS:
New York Giants -12 v. Indianapolis
L.A. Raiders -9 v. Seattle
New Orleans -13 v. L.A. Rams

THE BEST TOTAL-4-THE WEEK
49ers v. Atlanta
OVER 47
A LOOK AHEAD

OVERALL: 39-42-3 - .481%
The New York Giants will be set to destroy a humble Indianapolis team in the Meadowlands. Lay the chalk with confidence. The Raiders always play Seattle tough, and will continue the tradition this Sunday with a throttling of the Seahawks. Watch for the Saints to march in and knock the Rams back to L.A. The saints are coming off a defeat at the hands of Cleveland and will rebound nicely. There is no reason that the Cards should be this big of a favorite. The Lions should be able to maintain some type of control. Look for Barry Sanders to return to action and trample over Phoenix. Cleveland is always tough as a big road dog to the Oilers. Last week's win could have been a great boost of confidence. No matter how high the oddsmakers put a S.F./Atl. total at - they find a way to go OVER!!!

THE BEST DOGS ON THE BOARD
Detroit +5 v. Phoenix
Cleveland +10 v. Houston
A LOOK BACK

LAST WEEK: 3-3-500%
Kansas City -6 v. Seattle
Detroit -3 v. Minnesota
Dallas -15 v. Philadelphia
Green Bay +1 v. Chicago
Cleveland +4 v. New Orleans
Denver v. San Diego
UNDER 37

Another week of pushing out again, as Dallas Detroit and Green Bay falter against division rivals. Kansas City is beginning to look like the contender they hoped to be with Joe Montana. Cleveland gets the job done in the Dog Pound, marching all over the Saints. The Chargers and Broncos always play low scoring games - a gimmie!!!

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