

## PRESS RELEASE

### BRADFORD LICENSE INDIA BRINGS THE TRUMP BRAND TO INDIA

**New Delhi, November 29, 2010:** Bradford License India (BLI), leader in brand licensing, has teamed up with world-renowned businessman and star of “The Apprentice”, Donald J. Trump, to introduce the Trump brand to the emerging Indian market. Together they will develop a bevy of products under new partnerships that reflect Donald Trump’s signature attention-to-detail and high quality standards at an affordable price point.

BLI will focus on expanding the Trump brand into apparel, fashion accessories, and home. Trump-branded apparel and accessories convey the success and confidence of Donald Trump while home and lifestyle categories are inspired by his luxury properties around the world. All Trump products will represent “affordable luxury”, the notion that one can live richly without spending a fortune.

Cathy Hoffman Glosser, Executive Vice President Global Licensing for The Trump Organization stated, “We are thrilled to be partnering with Bradford License India to further extend the Trump name globally. Our brand message of ‘affordable luxury’ resonates with consumers worldwide and India is no exception. Partnering with BLI on this initiative allows us to create specialized Trump-branded products that appeal to the tastes and sensibilities of the Indian consumer. “

Milin Shah, Vice President Business Development for Bradford License India adds, “The Trump brand over the years has grown into a statement consumers thrive to be part of. The success Trump has achieved globally positions BLI to give Indian consumers the opportunity to be part of that lifestyle –

One that carries high recognition throughout the Indian marketplace. We at Bradford License India are excited to be part of the Global Licensing team for The Trump Organization.”

Trump’s current licensing portfolio outside of India shines with partners such as Phillips-Van Heusen, Marcraft, Swank, Eyewear Designs, Serta, Lexington Home Brands, ELK Lighting, Hallmart Collectibles, IMAX Worldwide Imports and Rogaska Crystal to name a few.

#### **About The Trump Organization:**

The Trump Organization encompasses global real estate development and global licensing, sales and marketing, property management, golf course development, entertainment, entertainment and product licensing, brand development as well as restaurants and event planning. The product licensing division of the company has selectively granted licenses for the manufacture and distribution of product under the Donald J. Trump Signature Collection brand (men’s suiting, dress shirts, neckwear, jewelry and accessories, small leather goods and eyewear) and the Trump Home brand (furniture, room decor, lighting, mattresses, crystal and bedding). In addition, licenses have been granted for gourmet chocolate, gourmet tea and premium spirits. Donald J. Trump is the Chairman and President of The Trump Organization, a privately held company in New York. For more information, visit [www.trump.com](http://www.trump.com).

#### **About Bradford License India:**

India’s first complete licensing solution provider formed with the objective to increase awareness and support the growth of licensing in the country. Being a part of both Bradford Licensing LLC and Franchise India Group, it brings the expertise of over 24 years in the licensing industry and over 11 years within

India in marketing, events, brand development, opportunity identification, and business matching and consulting. Bradford License India services includes License Program Advisory Services, Licensee Prospecting, Licensee Management, Media Services and Integrated Supporting Services. Some of the properties represented by BLI: PepsiCo, Marilyn Monroe by Sam Shaw, Beverly Hills, Santa Barbara Polo Club, Pampered Girls, Guinness World Records, Shiv Khera, Zoo Zoo, and Harbhajan Singh.

**For media enquiries please contact:**

India:

Shyamlee, Franchise India | Tel: + 91 9868098266, [shyamlee@franchiseindia.net](mailto:shyamlee@franchiseindia.net)

International:

Christopher Cabel, Bradford Licensing | Tel: 973 509 0200 [ChristopherC@bradfordlicensing.com](mailto:ChristopherC@bradfordlicensing.com)