



New Opportunities in Product Licensing



Let UPS Move Your Product

UPS is one of the best-known brands in the world. With more than 92,000 iconic brown delivery trucks and the ninth largest air fleet in the world, UPS uniformed drivers deliver more than 3.75 billion packages every year with access to every address in North America and Europe supported by an ad spend of more than \$200 million and more than 145 million hits every day at ups.com.

What does this mean to potential licensees like you?

From a licensee point of view, it represents a unique opportunity to associate your fine products with one of the world's leading brands.

- A brand that delivers packages to expectant recipients at doorsteps around the world.
- A brand that means reliability and integrity to more than 7.9 million daily customers.

So whether your business is apparel, collectibles, games, toys, tools, sports equipment, or home electronics — let the power of the UPS brand help you move your goods off the retail shelf and into your customers' hands.

*The 2006 Interbrand/
BusinessWeek
Study reported
UPS is among the
50 Most Valuable
Brands in the
world.*

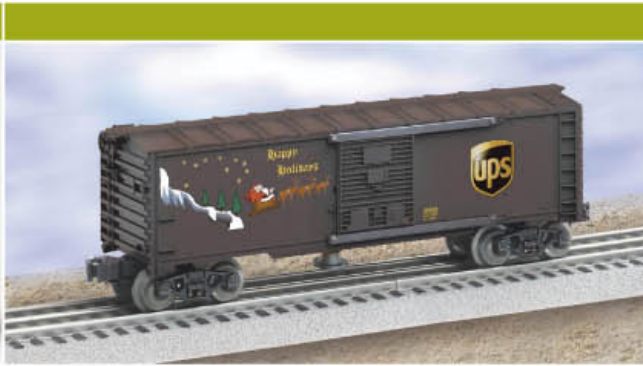
*Fortune ranks UPS
in the Top 10 of
America's Most
Admired
Companies
in its industry.*

Millions of Impressions Daily

When most people think of UPS, they think of operations: trucks, drivers, and deliverables. But a “new” UPS has emerged on the American landscape: UPS is a powerful marketing company. This fact is borne out by the millions upon millions of impressions the company generates with people all over the world, every day.

- More than 400,000 employees
- More than 115,000 branded vehicles on the road
- More than 260 branded planes in the air
- More than 40,000 drop boxes on the street
- More than 3,300 UPS Stores in the U.S.
- More than 70,000 uniformed drivers saying hello
- More than 145 million hits at ups.com
- More than 7.9 million daily customers worldwide

Fortune ranks UPS in the “World’s Most Admired Transportation Company” 22 years in a row.



Lionel® Trains, Hasbro’s MONOPOLY®, and Huggy Buggy® from Hooray saw the power of the UPS brand and developed licensing relationships with our company. As UPS continues to develop its licensing program with other well-known brands in the U.S. and abroad, more and more licensees are seeing the value that the UPS brand can bring to their products.

Categories Available for Licensing:

Apparel & Accessories, Toys, Housewares, Travel and Navigation tools, Shipping, Packing & Moving supplies.

An American City Business Journals survey names UPS the “Country’s Top Business Brand” in the American Brand Excellence Awards 2006.

For information on licensing opportunities, contact:

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