



**FOR IMMEDIATE RELEASE:**

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**Trend Lab L.L.C. Signs License with NASCAR**

**Minneapolis, MN – SEPTEMBER 22, 2009** - Trend Lab, LLC and NASCAR will collaborate through a license agreement on nursery and toddler products including crib and toddler bedding, décor, storage, gifts, and diaper bags.

The line will launch at retail locations in Summer 2010 starting with crib bedding and nursery décor. Additional products including fun bodysuits and bibs, diaper bags as well as a broader assortment of bedding and décor will be available in late 2010.

The line will be moderately priced and combine NASCAR themes with the contemporary stylish design from Trend Lab.

"This agreement aligns well with our overall focus on the young fans of our sport," said Blake Davidson, Managing Director of Licensed Products for NASCAR. "NASCAR is reaching out to youth markets in various ways to engage them about our sport and products such as these support that initiative."

For additional information, please contact Donnelle Sampson, President of Trend Lab, at 866-873-6352 or [dsampson@trend-lab.com](mailto:dsampson@trend-lab.com). Trend Lab, LLC is located at 3190 West County Road 42, Burnsville, MN 55337. Phone: 952-890-6700. Fax: 952-890-9775.

Trend Lab, LLC was founded in the summer of 2001 and is a privately held, certified women owned business based in Minnesota. Trend Lab's line includes infant, gift, bags, home, and pet products, with a core strength in co-development or custom development to fill business niches.

## **About NASCAR**

The National Association for Stock Car Auto Racing, Inc. (NASCAR) is the sanctioning body for one of North America's premier sports. NASCAR is the No. 1 spectator sport – holding 17 of the top 20 highest attended sporting events in the U.S., and is the No. 2 rated regular-season sport on television. NASCAR races are broadcast in more than 150 countries and in 20 different languages. NASCAR fans are the most brand loyal in all of sports, and as a result more Fortune 500 companies participate in NASCAR than any other sport.

NASCAR consists of three national stock car series (the NASCAR Sprint Cup Series, NASCAR Nationwide Series, and NASCAR Camping World Truck Series), the Grand American national series, four regional series, and one local grassroots series, as well as two international series. NASCAR sanctions more than 1,200 races at 100 tracks in more than 30 U.S. states, Canada and Mexico. Based in Daytona Beach (Fla.), NASCAR has offices in New York, Los Angeles, Charlotte (N.C.), Concord (N.C.), Conover (N.C.), Bentonville (Ark.), Mexico City, and Toronto.

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