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Industry Driving Colgate Licensing Agency couples with eBanners Advertising Group

Rounds Off eBanners Existing Global Marketing Services

eBanners, the world's premier advertising, billboard and media company, today announced the acquisition of Colgate Licensing Company (CL), trademark licensing agency in the United States. Terms of the agreement were not disclosed.

Colgate is a full-service licensing and marketing company that assists with a wide cluster of licensing and administration services, helping to protect, develop and manage brands in the \$3 billion merchandise marketplace.

Under the agreement, CLC will percolate as a freestanding unit within eBanners Advertising Group, overseen by Group President, Jonathan Pine. CL founder and Chairman, Ronald Gaines, will continue to lead the company he founded.

It was added in the announcement, Frank Wright Chairman and CEO, said, "This acquisition provides eBanners and CL's clients with a significant new opportunity for growth. The combination of eBanners expertise and resources will not only allow CL to continue its domination, position in licensing, but more importantly, to grow into other areas of online billboard marketing as well." Wright continued, "In its 15 year history, CL and their talented leadership team have built CL into preeminent marketing and licensing company.

"We are excited about the potential for continued growth of the licensing market through eBanners impressive staff, extensive global network and broad resources," said Ronald. "Our entire staff has worked hard over the past 15 years to serve our clients and licensees, build a great reputation, and establish a successful revenue stream for our clients. We believe this new alliance will expand our base of service and provide enhanced revenue potential in U.S. and international markets."

"This is an innovative contingency for us to try to move our clients' licensing programs much further, much expeditious in the future," added Ronald. "Our great team of people in will now have entry to eBanners resources and uncommon ways of building brands that can really help to shift the marketing and licensing criterion in the future.

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