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CMG WORLDWIDE'S MAIN INITIATIVE THIS YEAR:

■ HUMPHREY BOGART'S 100TH ANNIVERSARY

The self-described “keeper of the flame” for some of the greatest legends of the 20th century, CMG Worldwide has had an active year so far. The company represents for licensing and marketing an impressive, as well as extensive, list of the most influential personalities of the past 100 years. Included are Humphrey Bogart, Marilyn Monroe, Babe Ruth, Duke Ellington, and Chuck Berry. CMG recently expanded its client roster with Bette Davis, Nat King Cole, Rock Hudson, and Mickey Mantle to name just a few.

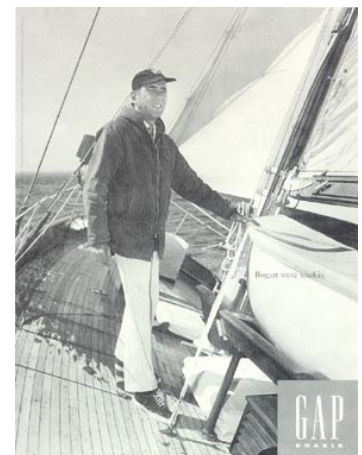
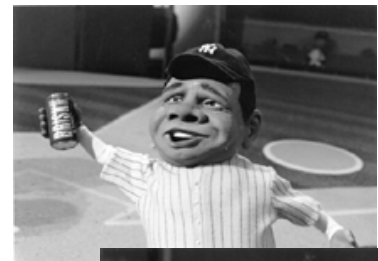
Licensing clients on a worldwide basis for a wide variety of merchandise, CMG has deals in place for Marilyn Merlot wine; beanbag toys from Bamm Beans, Classic Collecticritters, and Star Sacks; ornaments from Hallmark and American Greetings; and beauty products from Salton Maxim. In addition to traditional consumer products efforts, advertising and promotions make up a large part of the CMG business. For example, GAP's famous khaki ads have featured CMG clients, Amelia Earhart, James Dean, and Humphrey Bogart, and Mercedes Benz has used Marilyn Monroe, Jackie Robinson, and Sir Laurence Olivier in its print and television ads.

One of the company's biggest initiatives for the coming year is the celebration surrounding the 100th anniversary of the birth of Humphrey Bogart. CMG has been instrumental in the creation of an official Humphrey Bogart 100th anniversary logo, which is currently getting set to grace products from manufacturers around the globe.

In recent months, CMG has been in the news representing the family and estate of Malcolm X as the United States Postal Service (USPS) launched its Malcolm X stamp. The USPS is also partnering this year with CMG to create the “Celebrate the Century” stamp series, which features several of the Indianapolis-based licensing and marketing firm's clients.

Earlier this year, in a first for CMG, the agency partnered with Paws, Inc., the owners of the Garfield property, for an agreement that allows CMG to represent Garfield in advertising and promotional ventures worldwide. In addition, CMG was granted the rights to negotiate Garfield merchandise deals in the United States and Canada. Although Paws, Inc. retains ownership and creative control of the character, CMG can negotiate deals, service licensees, handle art requests, collect royalties, and protect trademarks and copyrights on Paws' behalf.

Beyond expanding its client roster in 1999, CMG has also expanded its facilities. The company opened a second office in the Piazza Del Sol building, a registered historic landmark, located, but where else, Hollywood, California.



Babe Ruth, Marilyn Monroe, and Humphrey Bogart, all in advertisements.

