

Clay Cone, Marketing Retail & Licensing Specialist

Top of the World, LLC

405.360.9856

[www.towcaps.com](http://www.towcaps.com)

High resolution photography provided via link below and samples available upon request.

## SOONER SPIRIT STARTS HERE

It may not be snowing outside, but Christmas is just around the corner for local fan shops and collegiate goods retailers. What better way to gear up for college football season than with the most unique and innovative products boasting the honorable crimson and cream? Jerry Hatter, owner of Balfour of Norman, cannot agree more: "Football season is to us what Christmas is to department stores. So we are stocked up and ready to go!" The images below represent an innovative collection of officially licensed Sooners' products hitting the market this season that is sure to take any diehard fan's school spirit to the next level.

### Top of the World Memory-Fit™ Sooner Hat

Ready for a hat that form fits to your head? Top of the World, based locally in Norman, OK, introduces Memory Fit™, the latest innovation in headwear. Memory Fit™ infuses memory foam directly into the hat's sweatband for maximum comfort and a better fit. Memory Fit is offered in a variety of styles including both curved bill and flat bill and is available at most Lids locations, online at [lids.com](http://lids.com) as well as Balfour of Norman



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## Cirrus Fitness Sooner Exercise Gear



Sooner pride is only as strong as its fans. Strengthen your core. Strengthen your pride. Get Sooner Strong with the Oklahoma Sooners Core Kit complete with an exercise/yoga mat and a stability ball. The full kit and individual items can be purchased at [cirrusfitness.com](http://cirrusfitness.com).

*Combo Kit: \$69.99*

*Physio /Stability Ball: \$34.99*

*Exercise/Yoga Mat: \$39.99*

## University of Oklahoma Robin Ruth Accessory Products

Robin Ruth features their famous all-over print on a wide range of game day canvas cross body bags, flip flops, drawstring bags for the gym and messenger bags to allow you to show your school spirit. Items are available for purchase at most Walmart locations.



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### Sooners Cooling Towel by WinCraft



Beat the heat with the *coolest* thing on the market this football season! WinCraft brings you and 8"x30" cooling towel. Each towel is 100% Performance Polyester fabric that cools when wet, wrung out and snapped in the air to activate. This is a chemical free fabric, comfortable to the touch, tag less and machine washable. Towels are printed the US.

### University of Oklahoma Perfume, Cologne & Wooden Football Air Freshener by Masik Collegiate Fragrances

Are you ready for a signature scent exclusively created to capture the essence of the University of Oklahoma? Masik fragrances capture the rich tradition of Crimson and Cream, the pride of the Sooners and the scent of Norman. Fragrances for men and women can be purchased at your local Belk or [masik.com](http://masik.com) for \$39.50 and the wooden air fresheners can be bought for \$4.99



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## EMERSON STREET CLOTHING CO: OU Bangles



Emerson Street Clothing Co. brings to the Collegiate Accessory Market what we've accomplished in the College Apparel Market: On-Trend Fashion Product our customer can wear in her real world, while showing her school pride. College Bangles – Mosaic and school or logo bangles.

