



# NexCen BRANDS, INC.

GREAT BRANDS. GREAT PRODUCTS. GREAT PEOPLE.

**NexCen Brands, Inc.**  
 is a vertically integrated  
 global brand management  
 company of established  
 consumer and franchised brands.

Contact: Benjamin Simon - Director Of Development Europe and Africa - [bsimon@nexcenfm.com](mailto:bsimon@nexcenfm.com)

1346 Oakbrook Drive, Suite 170, Norcross, GA 30093 USA | Mobile: +1 (404) 245-8424 [www.nexcenbrands.com](http://www.nexcenbrands.com)



**NexCen Brands, Inc.** (Nasdaq: NEXC) is a vertically integrated global brand management company focused on assembling a diversified portfolio of intellectual property-centric companies operating in the consumer branded products and franchise industries. The Company owns, licenses, franchises and markets a growing portfolio of consumer and franchise brands including The Athlete's Foot®, Bill Blass®, Great American Cookies®, Maggie Moo's®, Marble Slab Creamery®, Pretzel Time®, Pretzelmaker®, Shoebox New York™ and Waverly®.

The Company licenses and franchises its brands to a network of leading retailers, manufacturers and franchisees that includes every major segment of retail distribution from the luxury market to the mass market in the U.S. and in over 50 countries around the world, and consists of approximately 1,900 franchised stores. NexCen, through its information technology, franchisee support systems and advertising, marketing and public relations team, markets its brands to continually drive greater consumer awareness and brand equity for each of its brands. NexCen touches nearly every aspect of a consumer's lifestyle from the food they eat to the furnishings in their homes and the clothes and footwear they purchase.

For more information, please visit [www.nexcenbrands.com](http://www.nexcenbrands.com)



**The Athlete's Foot®** - The Athlete's Foot (TAF) is the world's first franchisor of athletic footwear stores and is recognized today as the world leader in athletic footwear franchising. Robert and David Lando opened the first The Athlete's Foot store in 1971 in Pittsburgh, Pennsylvania. It was the first athletic footwear specialty store of its kind in the United States. Soon thereafter, The Athlete's Foot began franchising domestically, with the first store opening in Oshkosh, Wisconsin. The first international franchise store opened in Adelaide, Australia. The Company is now in more than 40 countries.

In June, 2007, NexCen Brands launched a global re-branding effort for TAF. With a mission on meeting the needs of athletes everyday, there are plans for reinvigorating the 37 year-old brand to include an innovative new modular merchandising system, new in-store design, a modernized company logo, and a line of TAF branded apparel.

For more information, please visit [www.theathletesfoot.com](http://www.theathletesfoot.com)



**Maggie Moo's®** - Maggie Moo's is a favorite destination for craveable treats. Its award-winning ice cream is served in a playful environment, and each Maggie Moo's Treatery location features a menu of freshly made super-premium ice creams, mix-ins, smoothies, sorbets and custom ice cream cakes. Widely known as an innovator in the category, Maggie Moo's created the world's first ice cream cupcake as well as the Maggie-O ice cream sandwich featuring Oreo™ cookies. Maggie Moo's has been consistently awarded The National Ice Cream Retailers Association's prestigious Blue Ribbon Award for taste, texture and overall appearance of its most popular flavors.

For more information, please visit [www.maggiemoos.com](http://www.maggiemoos.com)



**Marble Slab Creamery®** - Marble Slab Creamery, a leading purveyor of super-premium hand-mixed ice cream, sets its quality standards exceptionally high. Every batch of Marble Slab Creamery super-premium ice cream is homemade using the finest ingredients in the world – vanilla from Madagascar, the finest European chocolate, and the fresh, wholesome dairy of local farms. As for mixins, Marble Slab Creamery offers only the freshest fruits and the finest nuts, candies, and cookies around. Made in small batches in franchise locations and served in freshly baked waffle cones, Marble Slab Creamery's ice cream has earned a devoted following. Marble Slab has international presence with more than 380 locations in the United States, Canada, and the United Arab Emirates.

For more information, please visit [www.marbleslab.com](http://www.marbleslab.com)



**Pretzelmaker®** - Pretzelmaker and Pretzel Time introduced their famous soft pretzel in 1991 and have grown to become leaders in the soft pretzel category, specializing in offering steaming hot, fresh-baked, fresh twisted pretzels, pretzel dogs, freshly squeezed lemonade, and cold beverages all over the world. Pretzel Time operates over 190 stores located in 30 states and five international locations. Pretzelmaker stores can be found in over 190 locations in 33 states and two countries.

For more information, please visit [www.pretzelmaker.com](http://www.pretzelmaker.com)



**Shoebox New York™** - Since 1954, Shoebox has been New York's top multi-brand women's retailer for luxury footwear, handbags and accessories. Shoebox's reputation is built on its vast product assortment and trend-setting styles, offering women the latest fashions from top European and American designers such as Jimmy Choo, Stuart Weitzman, Balenciaga, D&G, Giuseppe Zanotti, Marc Jacobs, Chloé, Casadei, Salvatore Ferragamo, Michael Kors, Arturo Chiang, Vince Camuto, BCBGMaxAzria and Bill Blass. The exceptional product offering coupled with the personalized customer experience has garnered Shoebox a dedicated following of sophisticated, chic women worldwide.

For more information, please visit [www.shoebxny.com](http://www.shoebxny.com)



**Great American Cookies®** - Founded in 1977 on the strength of an old family chocolate chip cookie recipe, Great American Cookies has set the standard for gourmet cookie sales in shopping centers nationwide. With a strategy and quality product that has propelled over 30 years of consistent growth, Great American Cookies now leads the mall-based cookie system. At Great American Cookies, the customer is able to enjoy the things that make life sweet. Whether they want a delicious fresh cookie, brownie or first original cookie cake, they will find a celebratory, fun environment with high quality and superior products.

For more information, please visit [www.greatamericancookies.com](http://www.greatamericancookies.com)