

## **Brands Unlimited Signs Kyle Busch and Jeep**

Publish date: Dec 28, 2009

NASCAR's Kyle Busch and Jeep are the newest brands to join Brands Unlimited International, a consumer electronic and lifestyle products manufacturer.

The Kyle Busch-branded range will initially include an AM/FM digital clock radio replica of his No. 18 M&M's car, retailing for \$24.99. It will debut this spring.

Brands Unlimited will also roll out outdoor lighting and portable audio for the Jeep brand, including lanterns and radio lanterns, retailing from \$19.99 to \$79.99. The line will also be available this spring.

"These two newest additions to our portfolio, together with M&M's, are quintessential American brands that delight consumers all across the country and our innovative products will provide all-new ways for fans to bring these irresistible icons home," says Rich Rahmlow, executive vice president for Brands Unlimited.

Meanwhile, the manufacturer will launch new products for current brand partner M&M's, including a bedside alarm clock, pendulum alarm clock, iPod digital clock radio, Web cam, eight-port USB hub, vending bank, color-changing night light and a yellow-colored night light.

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