

RETAILERS IN MADISON AND SURROUNDING AREA SELLING UW EMBLEMATIC GOODS

| Name | Address | City | State | Zip | Contact Person | Phone | Product |
|--|--|---------|-------|-------|-------------------|--------------|----------------------------------|
| Artisan Gift Shoppe | 4116 Monona Drive | Madison | WI | 53716 | Diane Goetz | 608/221-3200 | Apparel/Misc. Items |
| Bucky's Locker Room | Camp Randall Stadium 1440 Monroe Street | Madison | WI | 53711 | Brent Ruhland | 608/251-0495 | Apparel/Hats/Jackets/Misc. Items |
| Boston Store | 121 East Towne Mall | Madison | WI | 53704 | Frank Flynn | 608/241-3363 | Apparel/Jackets/ Misc. Items |
| | 215 West Towne Mall | Madison | WI | 53719 | Karen Jefferies | 608/833-9799 | Apparel/Jackets/Misc. Items |
| Capital Jewelers | 6710 Odana Road | Madison | WI | 53719 | Terrance Schumann | 608/829-3111 | Custom made jewelry/Pennants |
| Champs Sports | 35 East Towne Mall | Madison | WI | 53704 | William Schmidt | 608/249-5889 | Apparel/Hats |
| | 57 West Towne Mall | Madison | WI | 53719 | Matt Fluegge | 608/829-1868 | Apparel/Hats |
| Condon's Jewelers *ET | 5 East Towne Mall | Madison | WI | 53704 | Jim Nielsen | 608/241-3406 | Necklaces/Earrings/Pins |
| Dane Co. Airport (Paradies Gift Shop) | 4000 International Lane | Madison | WI | 53704 | Holly Richey | 608/243-8220 | Apparel/Misc. Items |
| Dick's Sporting Goods - | 350 East Towne Mall | Madison | WI | 53704 | Warren Weidower | 608/241-2764 | Apparel/Misc. Items/Caps |
| | 237 West Towne Mall | Madison | WI | 53719 | Chris Martin | 608/829-1313 | Apparel/Misc. Items/Caps |
| Dunham's Sports | 614 Westgate Mall | Madison | WI | 53711 | Bert Schaltz | 608/274-6656 | Apparel |
| Fine Posters & Prints | 645 State St. | Madison | WI | 53703 | Jay Fine | 608/256-4156 | Posters |
| Finish Line | 89 East Towne Mall | Madison | WI | 53704 | Michael Mallek | 608/240-0212 | Apparel/Hats/Footwear |
| | 70 West Towne Mall | Madison | WI | 53719 | Joe Stanley | 608/829-1250 | Apparel/Hats/Footwear |
| Foot Locker | 22080 East Towne Mall | Madison | WI | 53704 | Dante Carter | 608/241-0634 | Apparel/cups |
| Goodman's | 220 State St. | Madison | WI | 53703 | John Hayes | 608/257-3644 | Watches/earrings/Necklaces/Pins |
| Gordman's Store | 89 East Towne Mall | Madison | WI | 53704 | Lori Nelson | 608/246-1840 | Apparel/Misc. Items |
| Hallmark – | (Look under Kirlins) | | | | | | |
| Hat Zone | 89 East Towne Mall | Madison | WI | 53704 | Ben | 608/240-4711 | Headwear |
| | 90 West Towne Mall | Madison | WI | 53719 | Josh | 608/833-1211 | Headwear |

Retailers in Madison and Surrounding Area Selling UW Emblematic Goods

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| Insignia | 639 State St. | Madison | WI | 53703 | Nick Pickhard | 608/251-0495 | Apparel |
| J.C. Penney | 135 East Towne Mall | Madison | WI | 53704 | Russell Henke | 608241-3414 | Apparel/Jackets/Hats/Misc. Items |
| | 23 West Towne Mall | Madison | WI | 53719 | Rudy Roseman | 608/833-9011 | Apparel/Jackets/Hats/Misc. Items |
| Jewelers Workshop | 306 State St. | Madison | WI | 53703 | Richard Armstrong | 608/251-7705 | Necklaces/Earrings/Pins |
| Kirlins Halmark - Hilldale (Sherman Plaza) | 702 N. Midvale Blvd. | Madison | WI | 53706 | Nichole | 608/231-1222 | Cards/Misc. Items |
| | 138 East Towne Mall | Madison | WI | 53704 | Maria | 608/241-2255 | Cards/Misc. Items |
| | 27 West Towne Mall | Madison | WI | 53719 | Nancy | 608/833-1203 | Cards/Misc. Items |
| | 2849 N. Sherman Ave. | Madison | WI | 53704 | | 608/244-6688 | |
| Kohl's (East) (South Towne) (West) | 2602 East Springs Dr. | Madison | WI | 53704 | Sue Reinen | 608/246-3022 | Apparel/Jackets/Jogging Outfits |
| | 2501 W. Broadway | Madison | WI | 53713 | Jill Armstrong | 608/221-7620 | Apparel/Jackets/Jogging Outfits |
| | 7401 West Towne Way. | Madison | WI | 53719 | Paul O'Connor | 608/833-9293 | Apparel/Jackets/Jogging Outfits |
| Lid's | 132 West Towne Mall | Madison | WI | 53719 | Josh Whitehead | 608/833-4650 | Caps/Apparel |
| | 514 State Street | Madison | WI | 53703 | Larry Johnson | 608/251-1622 | Caps/Apparel |
| Hat World (Lids) | 10 East Towne Mall | Madison | WI | 53704 | Jim Mundt | 608/241-1230 | Caps/Apparel |
| Macy's | 702 N. Hilldale Lane | Madison | WI | 53705 | Judy Householder | 608/232-2518 | Apparel |
| M C Sports | 4546 Verona Road | Madison | WI | 53711 | Brad Milbauer | 608/277-5840 | Apparel/Misc.Items/Ornaments |
| Name of the Game | 631 State St. | Madison | WI | 53703 | Lisa Beyler | 608/256-1553 | Apparel |
| Pipefitter | 517 State St. | Madison | WI | 53703 | Greg Hinkley | 608/257-2400 | Costumes/Cards/Misc. Items |
| Pro-Image | 23 East Towne Mall | Madison | WI | 53704 | Justin Moore | 608/241-8807 | Apparel/Caps/Misc. Items |
| Putzer's Big & Tall | 638 S. Whitney Way | Madison | WI | 53711 | Brian Ray | 608/273-2290 | Sweaters/Fine Outwear |
| Sears | 43 East Towne Mall | Madison | WI | 53704 | Bernie Boryce | 608/241-4434 | Apparel/Hats |
| | 53 West Towne Mall | Madison | WI | 53719 | Mike Lingen | 608/829-6200 | Apparel/Hats |
| ShopKo | 2201 Zeier Road | Madison | WI | 53704 | Jim Sarbacker | 608/246-0700 | Apparel/Misc. items |
| | 2101 Broadway | Monona | WI | 53713 | Ken O'Brian | 608/222-6010 | Apparel/Misc. items |
| | 7401 Mineral Point Rd. | Madison | WI | 53717 | Jerold Parks | 608/833-8600 | Apparel/Misc. items |

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| ShopKo (con't) | 2602 Shopko Drive | Madison | WI | 53704 | Marika Terezhalmay | 608/249-6907 | Apparel/Misc. items |
| Steve & Barry's | 636 State St. | Madison | WI | 53703 | Chandra Kleinsmith | 608/286-1466 | Apparel/Hats/Misc. Items |
| | 85 East Towne Mall | Madison | WI | 53704 | Lori Johnson | 608/242-9999 | Apparel/Hats/Misc. Items |
| | 229 West Towne Mall | Madison | WI | 53719 | Dara Schulze | 608/829-1774 | Apparel/Hats/Misc. Items |
| Stone Fence (Hilldale) | 702 N. Midvale Blvd. | Madison | WI | 53705 | Mia | 608/238-4331 | Novelties/Misc. Items |
| Target | 201 Junction Rd. | Madison | WI | 53717 | Jerry O'Brien | 608/827-8800 | Apparel/Misc. items |
| | 4301 Lien Rd. | Madison | WI | 53704 | Jason Moudry | 608/244-4527 | Apparel/Misc. items |
| UW Memorial Union | 800 Langdon Street | Madison | WI | 53703 | Tim Hough | 608/263-3825 | Apparel/Misc. items |
| UW Union South | 227 N. Randall St. | Madison | WI | 53715 | Tim Hough | 608/263-3825 | Apparel/Misc. items |
| University Bookstore (Digital Store) | 702 N. Midvale Blvd. | Madison | WI | 53706 | Steve Lorton | 608/238-8455 | Books/Apparel |
| | 711 State Street | Madison | WI | 53703 | Angie Maniaci | 608/257-3784 | Books/Apparel/Hats/Misc items |
| | 673 State St. | Madison | WI | 53703 | Don Beauchamp | 608/255-7257 | Books/Apparel |
| Urban Outfitters | 604 State Street | Madison | WI | 53703 | | 608/258-8818 | Apparel |
| Wal-Mart | 4198 Nakoosa Trail | Madison | WI | 53714 | Dan Kubal | 608/241-8808 | Apparel/Misc. Items |
| | 7202 Watts Road | Madison | WI | 53719 | Mark Asasave | 608/276-9393 | Apparel/Misc. Items |
| | 1800 Hwy 51 West | Stoughton | WI | 53589 | Darla Wanninger | 608/873-5453 | Apparel/Misc. Items |
| | 1905 McCoy Road | Sun Prairie | WI | 53590 | Peggy | 608/837-6339 | Apparel/Misc. Items |
| Wilson's Leather | 57 East Towne Mall | Madison | WI | 53704 | Phoumy Manavong | 608/241-9657 | Leather jackets |
| Wisconsin Active Sportswear (Pier 37) | 440 Westgate Mall | Madison | WI | 53704 | Darlene | 608/274-4166 | Apparel/Hats/Misc. Items |
| | 225 Junction Road | Madison | WI | 53719 | Craig Fischer | 608/833-3951 | Apparel/Hats/Misc. Items |
| | 6562 Monona Drive | Madison | WI | 53716 | Mary Jo Coogan | 608/222-1955 | Apparel/Hats/Misc. Items |
| | 163 East Towne Mall | Madison | WI | 53704 | Mary Jo Coogen | 608/241-8932 | Apparel/Hats/Misc. Items |
| | 241 West Towne Mall | Madison | WI | 53719 | John Fraser | 608/827-0850 | Apparel/Hats/Misc. Items |

University of Wisconsin
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Madison, Wisconsin 53711

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