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Saban Brands Announces Collaboration with Age Group

Hollywood, CA (February 9, 2012) – Saban Brands is proud to announce its partnership with Age Group Ltd. The company will produce a daywear, swimwear and sleepwear collection with a fun color palette for Paul Frank. The new designs will launch nationwide Fall 2012 for juniors and women. More information will be released as the launch date approaches. Stay tuned for more details!

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About Paul Frank

Acquired in 2010 by Saban Brands, Paul Frank began in 1997 as an independent accessories company in a Southern California beach town. The brand has steadily grown to become a globally recognized, iconic brand that features artistic and entertaining designs inspired by a love of avant-garde, modern influences and everyday objects. By creating relationships through exciting collaborations and strategic licensing partnerships, Paul Frank merchandise includes apparel and accessories for all ages, books, stationery, eyewear, home décor, bicycles and more. Paul Frank products are available at world-renowned retailers including Nordstrom, Bloomingdales, Macy's, Target, Colette, Selfridges, Beams and flagship Paul Frank store locations. To see what's new and exciting at Paul Frank, visit www.paulfrank.com.

About Age Group:

Age Group Ltd., a design, manufacturing and distribution house for almost 30 years, is a leader in the intimate apparel and accessory markets. With over 15 licensed properties, the company's labels include Hello Kitty, Martha Stewart, Rocawear, Kensie, Eddie Bauer, Flora Nikrooz, and more.

In addition, Age Group merchandises and designs many private label programs for retailers like Macy's, Victoria's Secret, Hot Topic, Target, and Kohl's.

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