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Media Contact:

Red Light PR
Jessica Washington
Jennifer Lopez
(323) 463-3160
Jessica@redlightpr.com
JenLopez@redlightpr.com

Saban Brands Announces “Barbie® Loves Paul Frank”

Paul Frank Joins Forces with Barbie® for an Exclusive Collection with Target Stores

Hollywood, CA (February 2, 2012) – Saban Brands is proud to announce its partnership with Mattel for the production of the “Barbie® Loves Paul Frank” Spring 2012 collection. Barbie and Paul Frank fans alike are sure to love the new collaboration as these two brands team up to debut the Target exclusive line of products.

The “Barbie® Loves Paul Frank” collection includes both Barbie® and Ken® dolls and a decked out Barbie doll bedroom set. All Barbie dolls are fully accessorized in their Paul Frank attire and are ready for everything from shopping at the Paul Frank store to having lounging around in their Paul Frank PJs! Ken also shows his love for Paul Frank, as he rocks out in musically-themed Paul Frank threads. The “Barbie® Loves Paul Frank” doll bedroom set rounds out the collection, complete with a bedspread, alarm clock, flat screen and slippers all for Barbie doll.

Saban Brands continues to stay on the pulse of what is new and fresh, while still catering to its extensive fan base. “We are thrilled about this collaboration with Mattel. Barbie is such a classic and iconic brand, that Paul Frank was the perfect fit for this great new partnership,” says Elie Dekel, President of Saban Brands. The highly anticipated “Barbie® Loves Paul Frank” collection is scheduled to hit the shelves at Target stores nationwide on February 2, 2012.

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For additional information or images please visit: ([link to collection](#))

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 Saban Brands

Formed in 2010 as a subsidiary of Saban Capital Group, Saban Brands (SB) was established to acquire and develop a world-class portfolio of properties and capitalize on the company's experience, track record and capabilities in growing and monetizing consumer brands. SB applies a strategic transmedia management approach to enhancing and extending its brands in markets worldwide and to consumers of all ages. The company provides full-service management, marketing, promotion and strategic business development for its intellectual properties including comprehensive strategies unique to each brand, trademark and copyright management and enforcement, creative design, retail development, direct-to-consumer initiatives and specialized property extensions. SB is led by a superior management team with decades of experience in licensing, marketing and finance. For more information, visit www.sabanbrands.com

About Mattel: As the worldwide leader in play, the [Mattel](#) family comprises such best-selling brands as [Barbie®](#), the most popular fashion doll ever introduced, [Hot Wheels®](#), [American Girl®](#) and [Fisher Price®](#) brands, which includes [Little People®](#), [Power Wheels®](#) and a wide array of entertainment-inspired toy lines. In 2012, Mattel was named one of FORTUNE Magazine's "[100 Best Companies to Work For](#)" for the fifth consecutive year. Mattel also is ranked among Corporate Responsibility Magazine's "[100 Best Corporate Citizens](#)." With worldwide headquarters in El Segundo, Calif., Mattel employs approximately 28,000 people in 43 countries and territories and sells products in more than 150 nations. At Mattel, we are "Creating the Future of Play." Follow Mattel on www.facebook.com/mattel and www.twitter.com/mattel.

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