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Paul Frank Goes to College with Jones & Mitchell

Saban Brands Teams up with Jones & Mitchell for Nationwide Collegiate Collection

Hollywood, CA (January 27, 2012) – Saban Brands is proud to unveil its latest partnership, a Paul Frank collegiate apparel collection with Jones & Mitchell, to be sold in college bookstores nationwide.

Paul Frank and Jones & Mitchell will collaborate by merging Paul Frank’s playful approach to design with Julius, the fun-loving monkey with mascots and insignias from universities and colleges across the US. Products ranging from t-shirts to fleece styles, offer coeds an assortment of unique Paul Frank products that celebrate each universities school spirit. The collection will be available at select schools just in time for the fall semester.

Saban Brands’ President, Elie Dekel states “We are thrilled to partner with Jones & Mitchell on this new venture, as we continue to broaden Paul Frank’s offerings to a wider audience.” Paul Frank’s collegiate collection with Jones & Mitchell is set to launch for spring 2012.

For additional information and for media inquiries please visit:

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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 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 Jones & Mitchell:

About Jones & Mitchell Brand and Boxercraft, Inc.

Boxercraft offers the Jones & Mitchell brand featuring youthful, innovative and stylish apparel and designs. Jones & Mitchell's focus on exceptional graphics, construction and style is apparent in every garment. Jones & Mitchell is a leading supplier to colleges, universities, major retailers, and the military. Boxercraft, Inc. is America's #1 Spiritwear Source for athletic and fashion apparel, building group spirit and pride through fashionable, cutting edge apparel. Based in Atlanta, Georgia, Boxercraft is committed to providing quality products and superior service. For more information, visit www.boxercraft.com.