



## INTRODUCING PAUL FRANK'S ACADEMY OF AWESOME TOUR

### **Paul Frank's Winnebago Hits The Road On A National Tour Bringing Music, Art, Fashion & Fun.**

**LOS ANGELES, CALIF. – June 13, 2011** – Saban Brands announced today the launch of the Paul Frank “Academy of Awesome Mobile Tour 2011,” a national tour with over 50 stops, featuring a newly designed Winnebago, where fans of all ages will have a chance to engage in interactive experiences that bring the fun and joy of Paul Frank to life. The mobile tour will include performances from local bands, interactive contests, field trip stops to American landmarks, as well as fun detours to this summer’s hottest entertainment venues, music festivals, beaches and parks across the nation.

The Academy of Awesome Mobile Tour will debut on **June 25, 2011** with a kick off party in Los Angeles, Calif. The Winnebago will make its way East across the Southern portion of the United States and come back through the Northern Route.

The Academy of Awesome Tour activities will include a retrospective exhibit displaying limited edition co-branded products dating back over a decade. Other activities include a Creation Station where aspiring designers of all ages can submit art for the chance to create an exclusive Paul Frank t-shirt sold at Paulfrank.com, a battle of the bands, silk screening, ping-pong, a “puppy prom” inspired fashion show and so much more. The Winnebago will feature a product showroom and lounge showcasing Paul Frank’s latest collection. The newly equipped Winnebago also features interactive stations for social media and music all driven by custom designed furniture incorporating the iPad.

Additionally, the *Awesome Tour* will make the most out of its miles by stopping along classic and iconic American landscapes. Other quirky locations are the world’s tallest thermometer, the biggest ball of yarn and Elvis’ beloved Graceland.

“Drawing on a long history of more than 15 years of inspiration, the tour will mix pop culture fun with creative contests and entertainment, aimed to engage our wide reaching demo of children and adults,” said Elie Dekel, President of Saban Brands. “The goal of the mobile tour is to use an interactive entertainment approach that will build, enhance and extend the awareness of the brand’s diverse line of product offerings throughout the United States.”

“We have a lot of fun every day creating new products and artwork that we release each season,” said Ryan Heuser, Chief Creative Officer of Paul Frank. “The Academy of Awesome Tour allows us to share that creative process and engage our fans directly with our influences. Maybe you’ll learn how to silk screen a shirt? Maybe you’ll hear a new favorite band? Or learn about a new character? The idea is for us to get out on the road and share our creative experience. We will be spreading some of our own brand of fun, directly back to our fans through events, activities and of course, Julius.”

For more information on the Paul Frank Academy of Awesome Mobile Tour 2011 visit [www.academyofawesometour.com](http://www.academyofawesometour.com).

**About Saban Brands**

Formed in 2010 as a subsidiary of Saban Capital, 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. Visit [www.sabanbrands.com](http://www.sabanbrands.com)

**About Paul Frank Industries (PFI)**

Acquired in 2010 by Saban Brands, Paul Frank Industries began as a Lo-Fi accessories company in a SoCal beach town garage, and has steadily grown into a globally recognized, iconic brand. Creating relationships through exciting collaborations and strategic licensing partnerships, today Paul Frank merchandise includes apparel and accessories for all ages, books, stationery, eyewear, home décor, bicycles and more. PFI features artistic and entertaining designs inspired by their love of avant-garde, modern influences and everyday objects. Paul Frank products are available at world renowned retailers including Nordstrom, Bloomingdales, Macy's, Fred Segal, Colette, Selfridges, Beams and flagship Paul Frank store locations. To see what's new and exciting at PFI, visit [www.paulfrank.com](http://www.paulfrank.com).

###

**Paul Frank / Saban Brands:**

Miranda Gooding / Tawna Boucher

Bender/Helper Impact

[miranda\\_gooding@bhimpact.com](mailto:miranda_gooding@bhimpact.com) / [tawna\\_boucher@bhimpact.com](mailto:tawna_boucher@bhimpact.com)

310-473-4147