



## **PAUL FRANK LAUNCHES MOBILE GAME PLATFORM**

### *Paul Frank's Magic Balloon is the First Mobile Vertical Scroller Game For iOS*

**LOS ANGELES, CALIF. – June 13, 2011** – Saban Brands announced today the launch of Paul Frank's Magic Balloon app., the first mobile game application for the iconic lifestyle brand. Available now, the fun and addictive vertical scroller voyage takes players on an imaginative ride as they attempt to save Julius and his friends after their submarine has sunk to the bottom of the ocean.

To save Worry Bear, Sheree and the rest of Julius' pals, players will go on an exciting ride through three charming and magical environments including the deep blue sea, outer space and a faraway candy planet. By using accelerometer tilting and vertical scrolling, users must dodge sword-wielding octopi and flying molars while not letting their balloons pop or run out of air.

"Building from the momentum of our successful cupcake app launch, we wanted to entertain our fans with a completely new approach," says Chief Creative Officer, Ryan Heuser. "The Magic Balloon game is the first mobile game that allows connectivity between our characters and fans.

Offering players truly inventive game play, the Magic Balloon application features microphone use, blockades, coin collecting, and power-ups including extra lives, invincible mode, switcheroo and more. Additionally, the game features animated cutscenes offering players a deeper gameplay experience.

"The Magic Balloon application will offer Paul Frank fans of all ages the opportunity to take the beloved Paul Frank characters on the go in an interactive digital format," said Elie Dekel, President of Saban Brands. "Paul Frank has always made it a point to integrate within pop culture. This new mobile game showcases just another way that the brand continues to grow its presence on multiple platforms."

For more information on the Paul Frank Magic Balloon application visit [www.paulfrank.com](http://www.paulfrank.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).

## **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)

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