



PAUL FRANK COLLABORATES WITH ROBERT AUGUST ON LIMITED EDITION SURFBOARDS

LOS ANGELES, CALIF. – June 16, 2011 – Saban Brands announced today that Paul Frank, the iconic lifestyle brand, and Robert August, the legendary surfer & shaper, have partnered to create 30 limited edition surfboards. These two unlike companies were able to take the best attributes of their industry and combine them to create something design driven and collectible. Paul Frank with its bright, fun, character prints are applied graphically to Robert August tried and true surfboard shapes.

These limited edition surfboards cannot be bought. They will be made exclusively available for charitable fundraisers, silent auctions and a summer promotion contest hosted by Paul Frank. Fans who visit any of the Paul Frank stores in the U.S.— including locations in New York, Las Vegas, San Francisco and South Coast Plaza can enter to win one of the unique surfboards. Online promotion will also happen on PaulFrank.com and the official Paul Frank Facebook page. The limited edition surfboards feature Julius and Skurvy scatter prints in various colors finished off with a co-branded lament. These six-foot-six surfboards are designed for surfers of all skill levels.

“Although we do not consider ourselves an action sports brand we were able to lend our creative sensibilities to surfboard design and allowed the surfboard itself to become our canvas. Given the small number of boards we created we are sure to be generating lots of interest and demand for both Paul Frank and Robert August this summer” said Ryan Heuser, Chief Creative Officer of Paul Frank.

“The Paul Frank and Robert August brands are truly complementary and this exclusive run of custom boards gives fans of both a chance to own something really unique,” said Elie Dekel, President of Saban Brands.

“Collaborating with Paul Frank introduces our brand to new audiences and new markets outside of traditional surf based accounts. Whether these boards are ever ridden or mounted in someone’s house they are sure to be a conversation piece,” says Sam August, Owner of Robert August Surfboards.

About Robert August

Robert August has had a steady influence in the growth of surfing and surf culture since starring in the iconic 'Endless Summer' movie in 1964. Since that time, Robert has carefully crafted a brand that is recognized worldwide as a symbol of surfing's true lifestyle culture and authentic heritage. Robert August Surf Co has entered into licensing by signing deals that expand and further reinforce the brands core roots in the surfing community. Those licensed products categories include beach cruiser bicycles, skateboards and a deal with industry leader SurfTech. Robert August Surfboards can be found worldwide and still remain one of the most popular surfboard brands in the market today. Robert August himself continues to travel the world promoting his brand and his love of surfing. Currently he is living at his home in Costa Rica where he still surfs and enjoys the good life! For more information go to www.robtaugust.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.

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

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