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**CAFEPRESS, SIGG AND PAUL FRANK INDUSTRIES TOAST THE HOLIDAYS
WITH ECO-FASHIONABLE CUSTOM WATER BOTTLES**

Featuring Several Fun And Stylish Designs With Julius The Monkey

SAN MATEO, California, December 14, 2010 – Just in time for holiday gift giving, [CafePress](http://CafePress.com), the online source for custom printed merchandise, [SIGG](http://SIGG.com), the manufacturer of premium Swiss-engineered reusable beverage bottles, and [Paul Frank Industries](http://PaulFrank.com), popular lifestyle brand and renowned designer of the beloved Julius the Monkey character, unveil a fun-loving line of environmentally friendly water bottles. Paul Frank fans can create individualized one-of-a-kind containers with a variety of playful Julius designs at <http://paulfrank.cafepress.com>.

Available in two versatile SIGG water bottle sizes including 0.6L, for the suggested retail price of \$26 and 1.0L for \$30, fans have the opportunity to select [Julius the Monkey](http://JuliusTheMonkey.com) artwork from categories including green, fashion, classic, music, and holiday. Each category contains eight colorful collectable designs that can be personalized with names, phrases and more.

“SIGG is known for manufacturing eco-conscious and incredibly durable products,” says Ryan Heuser, Paul Frank Industries Chief Creative Officer. “We are excited to collaborate with CafePress and SIGG to offer consumers the chance to go green in style this holiday season.”

“We could not have imagined a better partnership in our quest to create a cheerful holiday item for everyone,” says Rob Dewar, President and General Manager of SIGG North America. “Our goal is to provide consumers with a high quality, contemporary product that is unique to each individual and also helps to reduce the overall carbon footprint. With Paul Frank’s lovable cast of characters and CafePress’ quick and easy customization process the rest just fell into place.”

“Paul Frank and Julius the Monkey have become iconic and have such an amazing following of fans,” says Amy Maniatis, CafePress Vice President of Marketing. “We’re thrilled to partner with SIGG and Paul Frank Industries to bring personalization to such a loved character. You can bet there will be a Julius bottle or two under my tree this year!”

With its stylish appearance and environmental design, [Julius the Monkey SIGG water bottles](#) are the ideal holiday gift and can be customized and ordered in just five minutes or less.

About CafePress

CafePress is the world's biggest destination for self-expression through merchandise. Each month, more than 11 million shoppers visit CafePress to buy or create custom T-shirts, mugs, posters and other unique gifts that reflect their interests, passions, beliefs and affiliations. Launched in 1999, CafePress has empowered individuals, non-profits and businesses to create, buy and sell customized merchandise online using the company's unique print-on-demand and e-commerce services. Today, CafePress is a growing network of over 6.5 million members who have unleashed their creativity to transform their artwork and ideas into an impressive catalog of over 250 million unique gifts.

Learn more about CafePress by visiting:

<http://www.cafepress.com>

<http://www.cafepress.com.au>

<http://www.cafepress.ca>

<http://www.cafepress.co.uk>

<http://www.facebook.com/cafepress>

<http://twitter.com/cafepress>

About SIGG

Founded in 1908, SIGG Switzerland is the leading brand of reusable water bottles in the world and is sold in over 60 countries. Backed by 100 years of Swiss heritage, SIGG continues to manufacture premium quality bottles in Frauenfeld, Switzerland that are ecologically sound, reusable and, ultimately, recyclable. Visit mysigg.com for more information.

About Paul Frank Industries (PFI)

From its modest beginnings as a Lo-Fi accessories company in a SoCal beach town garage, Paul Frank Industries 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. Paul Frank Industries 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 Paul Frank Industries, visit paulfrank.com.

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