



## **Super Rad Toys Makes Friends With Paul Frank's Julius**

*Super Rad Toys and Paul Frank Release Limited Edition Julius Figures*

**Los Angeles, CA – September 6, 2011** – Super Rad (FBCD.ob) is excited to announce that along with the iconic lifestyle brand, Paul Frank, the company recently unveiled two new limited-edition Julius figures at Comic-Con International 2011 in San Diego. This popular brand mascot, known worldwide, has strong following among people of all ages. The collectible items, which received positive feedback from both retailers and Comic-Con attendees, will be available in the original colorway as well as a DIY (Do It Yourself) version.

“We are very pleased by the way the Julius figures look and feel. Our relationship with Paul Frank is very important to us and we look forward to developing some great products with them,” said Christopher LeClerc, CEO of Super Rad Industries.

“Julius is such a popular icon, we wanted to provide our fans with another way to bring him into their homes,” said Elie Dekel, President of Saban Brands. “Working with Super Rad has given Paul Frank the opportunity to create a top-quality line of product that will continue to share the joy of the characters with people everywhere.”

The Julius figures will be available for purchase soon at FAO Schwarz and other retailers and online at [superradtoys.com](http://superradtoys.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)

### **About Super Rad Toys**

Since 2006, **Super Rad Toys** has been at the forefront of the collectible art world, by producing innovative and high-quality vinyl collectibles that have gained an excellent reputation with collectors on a global basis. The founder's aspired to create original and inspired vinyl collectibles to be acquired and cherished in the same way traditional art collectors do fine art. They specialize in translating licensing, branding concepts and turning intellectual property into tangible products including toys, figures, house wares, apparel, and collectibles. As a result, the company has secured a portfolio of intellectual property and through various acquisitions of licenses, properties, and rights to utilize highly visible product brands.

Today, **Super Rad Industries'** team of professionals are continuing the success of identifying valuable intellectual property and trends, securing licensing and solidifying business relationships to insure the intellectual property rights, and designing products, in order to provides the highest quality of products and collectibles to consumers and fans.

For more information about **Super Rad Toys** products, contact **Super Rad Toys** at 800-658-4504. Visit the Super Rad Industries Website at <http://www.superradtoys.com>.

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### **Paul Frank / Saban Brands:**

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