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**PAUL FRANK SET TO JOIN THE FIGHT AGAINST BREAST
CANCER AT THE 2011 KOMEN ORANGE COUNTY RACE FOR
THE CURE® IN ORANGE COUNTY**

Paul Frank participates in this year's Race and KidsZone with interactive games, crafts, and activities

COSTA MESA, Calif., August XX, 2011 – In honor of their 20th Anniversary, the [Susan G. Komen Orange County Race for the Cure®](#) will unite more than 30,000 breast cancer advocates and survivors in a show of support for the global breast cancer movement to save lives. Hosted by the [Orange County Affiliate of Susan G. Komen for the Cure®](#), the 2011 event is scheduled for Sunday, Sept. 25, at Fashion Island in Newport Beach, Calif.

Since its inception in 1992, the Komen Orange County Race for the Cure has grown to become Southern California's largest and most anticipated fundraising event, supporting local breast health education and awareness programs, medical services for low-income women and breast cancer research.

This year, Paul Frank joins the cause by participating in the Race for the Cure. As expo participant in the KidsZone, Julius and the Paul Frank gang will host fun activities for the entire family including interactive games and crafts. Amongst the activities will be Clancy's Coloring Station, Skurvy's Temporary Tattoo Parlor, Sheree's Screen Printing Station, and Julius vs. Skurvy Ping Pong Tournament!

Saban Brands, the parent company of Paul Frank Industries, will also have a Race for the Cure Team participating in the Race to raise funds for breast cancer research. "I'm an active runner so this event was right up my alley," starts Chief Creative Officer, Ryan Heuser, "I'm glad to be using my passion toward making a difference." One in eight women will be diagnosed with breast cancer in her lifetime. This alarming statistic has inspired the company is put a call out to all breast cancer survivors and fans of the Paul Frank brand to join the team in making a difference. "We'd like our Paul Frank family and friends to join us for a day of fun and fitness as we donate and raise awareness for this devastating disease that affects millions" said Elie Dekel, President of Saban Brands. Join the Saban Brands Race for the Cure Team by visiting <http://www.komenoc.org/race/paulfrank>.

About Susan G. Komen for the Cure®

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the



Komen Race for the Cure®, we have invested nearly \$1.9 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit www.komen.org or call 1-877 GO KOMEN.

For more information on the Orange County Affiliate of Susan G. Komen for the Cure, please visit www.komenoc.org or call 714-957-9157.

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

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.

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