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SNOWFAB SIGNS EXCLUSIVE MULTI-YEAR GLOBAL LICENSE FOR PAUL FRANK SKIS AND SNOWBOARDS

San Diego, CA (January 24, 2011) – SnowFab announced today that it has signed a multi-year licensing agreement with Paul Frank Industries to market and sell fashionable skis and snowboards worldwide starting in the winter of 2011. Paul Frank is one of the world's most renowned lifestyle brands, headlined by its iconic character, Julius the Monkey.

The initial Paul Frank ski and snowboard product line will consist of a variety of sizes and shapes for junior and adult riders. Featuring an assortment of original Paul Frank graphics, all products will be unveiled at the SIA show in Denver January 27-30, 2011. Paul Frank skis and snowboards will be sold at progressive winter sports shops and other premium lifestyle retailers worldwide.

"We consider Paul Frank a dynamic lifestyle brand and we are excited about introducing skis and snowboards to the distinctive label", said Ludo Boinnard, CEO for SnowFab. "The demand is there by passionate Paul Frank followers and forward-thinking consumers on a global level."

Paul Frank Industries Chief Creative Officer, Ryan Heuser, says "We are thrilled to see our iconic artwork thoughtfully applied to skis and snowboards. This is one of those product categories that just feels right for our brand. Forming a partnership with a top manufacturer such as Snowfab will only add to the anticipation of this launch."

In addition to our launch of limited edition Rockstar Energy skis, Paul Frank adds to the growing stable of SnowFab licensed properties. Look for more exciting announcements from SnowFab very soon. Please visit us at SIA booth# 3142 and ISPO Hall 3 Booth# 112.

About SnowFab

SnowFab is a premium licensing company and private label supplier to established snow brands. Based in San Diego, California, we design, manufacture, sell, market and license lifestyle snow hard-goods. SnowFab adds progression and self-expression to meet the expectations of modern snow sports consumers worldwide.

About Paul Frank Industries (PFI)

Recently 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.