



## **PIPING HOT, LEADING AUSTRALIAN SURF BRAND, JOINS SABAN BRANDS' PORTFOLIO**

**NEW YORK, NY (March 24, 2015)** – [Saban Brands](#) (SB) announced today that it has added the iconic Australian surf brand, [Piping Hot](#), to its growing portfolio of fashion and lifestyle brands. With a rich and colorful history, Piping Hot has cemented itself as one of the leading surfwear brands in the industry. Piping Hot joins Saban Brands Lifestyle Group (SBLG), which currently includes [Paul Frank](#), [Macbeth](#) and, most recently, [Mambo](#).

Established in 1975 in Torquay on Victoria's famous surf coast, and currently celebrating its 40<sup>th</sup> anniversary, Piping Hot provides innovative, quality products for those immersed in the surf lifestyle. In the 1970's, Piping Hot developed revolutionary and innovative products by using technical advancements in surfboards and wetsuits.

For the past 18 years, Piping Hot has enjoyed a highly successful relationship with Target Australia. The brand's retail partnership with Target Australia has allowed Piping Hot to reach a broader market and expand its product range from surfboards into multiple categories including swimwear, footwear, beach towels, headwear and more.

"Piping Hot is an exceptional addition to SBLG's rapidly growing portfolio," said Dan Castle, Managing Director of Saban Brands Lifestyle Group. "It's unique for a brand to be rooted in rich history and culture, and simultaneously maintain such broad appeal and accessibility. We look forward to growing the Piping Hot brand in Australia and around the world."

Elie Dekel, President of Saban Brands added, "Piping Hot is an authentic Australian brand that serves as a destination for cool, accessible and on-trend surfwear. This new acquisition supports our growth strategy in the Asia-Pacific region and will drive expansion of the Piping Hot brand and our overall business worldwide."

"I look forward to watching Saban Brands Lifestyle Group take Piping Hot to the next level," said Mark Johannsen, former Managing Director of Piping Hot. "I'm confident that Saban Brands' vast resources will help expand Piping Hot's global reach while maximizing the strength and integrity of this famous Australian brand."

### **About Piping Hot**

Piping Hot is an iconic Australian fashion and lifestyle brand established in 1975 on the coast of Torquay, Australia. Deeply rooted in surf culture, Piping Hot quickly became the leading surfwear brand in the industry known for its revolutionary wetsuits. In the 1980s, Piping Hot worked with some of the biggest names in surf talent. Piping Hot has hosted major international surfing events, including the Piping Hot Surf Festival in Bells Beach, Australia. In 1998, Piping Hot entered into an exclusive retail relationship with Target Australia, which started as a collection of t-shirts and shorts and has since expanded to 22 departments including surfboards, swimwear, footwear, beach towels, headwear and more. For more information, please visit [www.pipinghotsurf.com](http://www.pipinghotsurf.com).

### **About Saban Brands**

Formed in 2010 as an affiliate of Saban Capital Group, Saban Brands (SB) acquires and develops a world-class portfolio of properties in the entertainment and lifestyle sectors. SB applies a global 360-degree management approach to growing and monetizing its brands through content, media, marketing, distribution, licensing and

retail to markets worldwide and consumers of all ages. Saban Brands Entertainment Group (SBEG) develops innovative branded content that resonates with consumers across all media platforms. SBEG's growing entertainment portfolio of brands includes *Power Rangers*, *Julius Jr.*, *Popples*, Cirque du Soleil's *Luna Petunia*, *La Banda*, *Emojiville* and others in development. Saban Brands Lifestyle Group (SBLG) drives major expansion within the company's diverse portfolio of fashion and lifestyle properties. SBLG's portfolio currently includes *Paul Frank*, *Macbeth and Mambo*. SB operates a global network of offices in Los Angeles, New York, London and Sydney. For more information, visit [www.sabanbrands.com](http://www.sabanbrands.com).

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