



**CALL IT A COMEBACK! SABAN BRANDS REUNITES ITS PAUL FRANK INDUSTRIES™ BRAND WITH ORIGINAL FOUNDER, PAUL FRANK**

*The Iconic Artist and Creator of Julius the Monkey joins Saban Brands as Director of Creative Development*

**Los Angeles, CA – February 1, 2016** –Saban Brands announced today the appointment of artist and designer Paul Frank as Director of Creative Development for the company. Frank is the original founder of Paul Frank Industries™ (PFI) and the creator of the world-famous Julius the Monkey, as well as the additional cast of Paul Frank® characters. In his new position at Saban Brands, Frank will serve as a key player for Paul Frank Industries and bring authenticity back to the brand, while also working on new character development and other content for additional properties in the Saban Brands portfolio.

Saban Brands acquired PFI in August 2010. Today, more than two decades from when the company was founded in Huntington Beach, California in 1995, Paul Frank Industries has become a global phenomenon, with fans of all ages all around the world.

“The global success of Paul Frank Industries is a true testament to the creativity of Paul Frank and his colorful imagination and quirky designs,” said Dan Castle, Managing Director of Saban Brands Lifestyle Group. “As we continue to evolve the PFI brand, we couldn’t think of a better talent to join our team. We are so excited to have Paul on board and look forward to his contributions and what’s to come for PFI and beyond.”

During his time at PFI, Frank was the visionary force behind the company and provided creative content and direction over the brand’s logo, product design, brand expansion, co-branding, animation and marketing. Additionally, Frank designed all of the Paul Frank Industries retail store locations. Also during his tenure, Frank partnered and collaborated with many other artists, designers, actors, musicians and brands on limited edition products.

“When I started sewing Julius wallets back in 1995, I had no idea how popular the character and brand would become,” said Frank. “Julius and all of the Paul Frank characters are a part of me, which is why it’s such an amazing feeling to reunite with them. I’m excited to join the Saban Brands family and see what the future holds.”

Paul Frank Industries recently unveiled a new look for the brand at New York Fashion Week in September 2015, where the company showcased a line of lively, colorful new looks, which highlight a more fashion-centric approach for the brand’s children’s Spring|Summer 2016 collection. With this new vision, PFI is looking to redefine kids and youth fashion by bringing quality apparel, accessories and lifestyle products to market.

**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*, *Popples*, *Glitter Force*, *Cirque du Soleil – Luna Petunia*, *La Banda*, *Emojiville* (working title) 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*, *Mambo* and *Piping Hot*. 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).

**About Paul Frank**

*Paul Frank* is a globally recognized, iconic fashion and lifestyle brand, which features artistic and entertaining designs for the young and young at heart. Acquired in 2010 by Saban Brands, the *Paul Frank* brand was born in 1995 out of a garage in a Southern California beach town. By creating relationships through exciting collaborations and strategic licensing partnerships, *Paul Frank* merchandise includes apparel and accessories for all ages, across categories such as books, stationery, eyewear, home décor, bicycles and more. To see what's new at *Paul Frank*, visit [www.paulfrank.com](http://www.paulfrank.com).

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