



SABAN BRANDS ANNOUNCES LONG-TERM LICENSING PARTNERSHIP WITH GRAND UNION INTERNATIONAL TRADING CO. LTD. FOR PAUL FRANK IN CHINA

NEW YORK, NY (June 9, 2015) – [Saban Brands](#) today announced the expansion of Paul Frank in China through a strategic, long-term licensing agreement with Grand Union International Trading Co. Ltd. With this comprehensive partnership, Grand Union International Trading Co. will serve as Paul Frank's master licensee and retailer in China, Hong Kong and Macau and will manufacture and distribute a wide range of Paul Frank product from fashion-forward apparel to accessories and more.

Saban Brands has been working with the team at Grand Union International Trading Co. ever since the company acquired the Paul Frank brand in 2010 and the continuously successful partnership has led to this new agreement. This marks the largest licensed deal in Paul Frank's history and further supports the brand's significant growth in China. There are currently more than 100 stand-alone Paul Frank stores throughout China, with plans to expand to more than 500 retail stores during the terms of the agreement. The partnership also coincides with the near-future development of new store concepts, Paul Frank Kids and Paul Frank Home. Additionally, Grand Union International Trading Co. will have the licensed rights to all future Paul Frank-branded cafés in the market.

"Paul Frank has seen tremendous growth in China with high consumer demand for the brand's colorful, fun and fashion-forward product," said Kirk Bloomgarden, Senior Vice President of Global Consumer Products for Saban Brands. "The Grand Union team has been instrumental in helping us build the Paul Frank brand in China over the past few years and their success to date proves that they are the right partner to help us further grow Paul Frank's footprint."

Dave Qian, CEO of Grand Union International Trading Co. said, "We love Paul Frank and are eager to take this iconic brand to the next level. Chinese consumers have such a passion for Paul Frank and its core character, Julius the monkey. With this partnership, we are committed to offering new and unique Paul Frank products and experiences."

To launch this extended partnership, Grand Union International Trading Co. will be hosting a Paul Frank 20th Anniversary exhibit, starting this July. The exhibit, which will travel to multiple mall locations throughout China, will take fans on a journey through the history of Paul Frank through photos, original drawings, videos and classic product to bring the 20-year history of the iconic brand to life.

For more information, follow Paul Frank on [Facebook](#), [Twitter](#), [Instagram](#), [Pinterest](#), [YouTube](#) and [Tumblr](#).

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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.

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*, *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.

About Grand Union Trading Co. Ltd.

Grand Union Trading Company, Limited was founded in 1995 and is located in Hong Kong. The Company's line of business includes the wholesale distribution and manufacturing of women's, children's, and infants' clothing and accessories.

Media Contacts:

Kelsey Lynch
Saban Brands
(310) 203-5875
klynch@sabanbrands.com

Megan Thomas
Factory PR for Saban Brands Lifestyle Group
(212) 941-9394
megan@factorypr.com