

A CONSPIRACY OF FUN

Over the past decade, Paul Frank Industries has brought its bright color palette and unique sensibility to a global audience of men, women, boys and girls of all ages. Mixing a pleasant blend of sarcasm with whole-hearted sincerity, each new Paul Frank product comes from the minds of individuals who simply want to make things different and better.

paulfrank.com



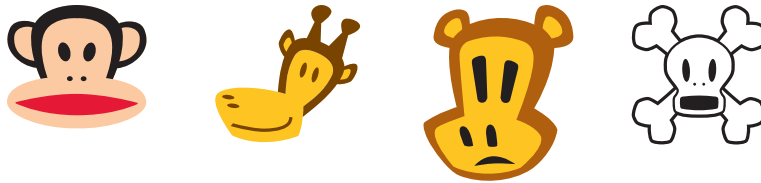
PAUL FRANK
industries

BRAND

Incorporated in 1997 by a few friends in Huntington Beach, California, Paul Frank was originally established as a gift and accessory company, crafting handmade vinyl wallets and bags as gifts for friends and small boutiques throughout Southern California. As the popularity for their products surged, new categories of products were introduced including pajamas, t-shirts, sportswear, eyewear, watches, bicycles and several other relevant items building what would become the Paul Frank lifestyle brand.

Paul Frank introduced Julius, a wide-mouthed monkey, and over 200+ colorful characters with the desire to decorate and bring personality to their products. Since their introduction, the Paul Frank universe of characters has evolved into a community that coexists in the colorful world of Lucky Bluff. Offering everything you'd want in a place to live, Lucky Bluff consists of a historic downtown shopping district, pancake house, research facility, mysterious forest, city diner, boardwalk funzone and many more exciting locations. Julius and his friends live in Planned Pines, a cozy housing development.

Through collaborations with The Elvis Presley Foundation, LEGO, Mattel, John Deere, Oscar Meyer, Dr. Scholl's and other recognized iconic brands, Paul Frank created an almost cult-like following of collectors and brand enthusiasts around the world.



INSPIRATION

Boundless creativity and nonconformist designs born of a love for independent music, modern architecture and pop art and culture are inspirations for the minds at Paul Frank Industries. Paul Frank loves:

- Apple
- Mary Blair
- Charles and Ray Eames
- Walt Disney
- Alexander Girard
- Herman Miller
- Sanrio
- Frank Lloyd Wright

HEART

- Bright, happy colors and inspired surroundings
- Humor, pleasant sarcasm and everyday cleverness
- Youthful, fresh approach to just about everything
- The venerable art of gift giving

FANS

- Paul Frank is a global lifestyle brand with a fan base in over 60 countries worldwide
- Cross gender and generational appeal with a balance of character and non-character graphics
- Products for Infants, Kids, Tweens, Young Men, Juniors and Adults
- Success at retail in the following channels of distribution
 - Department Stores
 - Fashion and Specialty Boutiques
 - Streetwear/Skate/Surf Shops
 - Introducing new categories and distribution channels beginning in 2009

FACTS

- 50+ licensees with new products in 2009 with aggressive plans for expansion and international growth into 2010
- Retail division offering a holistic Paul Frank experience, The Paul Frank Store, open for business in 34 major cities worldwide
- Paul Frank's first children's book series from Chronicle Books debuted in 2008 with "Only in Dreams" and "Wild West Bonanza" with critical acclaim
- Strong fan support and traffic for PaulFrank.com and presence on social networking sites YouTube and MySpace
- New categories including back to school accessories, toys, stationery, fragrance/cosmetics, jewelry and interactive media launching in Spring 2009
- Product appearances in a major feature films (Superbad, Knocked Up, Austin Powers, American Pie, Speed Racer, Charlie's Angeles and many more)
- Famous friends including Elijah Wood, Zooey Deschanel, Michael Rappaport, Avril Lavigne, Heidi Klum, Jennifer Love Hewitt, The White Stripes, Fall Out Boy, Interpol, The Donnas, Bad Religion and many many more
- Strong community outreach and involvement for endeavors that directly benefit children, the arts and the environment

CONTACT

