



JEFFREY ■ ALEC ■ COMMUNICATIONS

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**PIPELINE® INTERNATIONAL ANNOUNCES
PETER “PT” TOWNEND AS BRAND CONSULTANT**

Los Angeles, CA – August 13, 2007 — PIPELINE® International, owner of the PIPELINE® surf brand, today announced the addition of Peter “PT” Townend (the first World Champion of Professional Surfing in 1976) to the Pipeline team as Brand Consultant. He will work with Alan Greenberg, CEO and Jeff Levine, Chief Marketing Officer of PIPELINE® International, in establishing relationships with high profile athletes to promote the brand in the core surf and action sports community. He will also work on events and sponsorship opportunities, as well as expanding the brand’s cause-marketing efforts.

“Having “PT” on the PIPELINE® team is a tremendous asset to the brand. His 25 years of marketing experience and in-depth understanding of the surfing and the action sports lifestyles, not to mention his iconic stature within these cultures, will be invaluable to us,” said Alan Greenberg.

PT has been actively involved in the action sports industry for the past twenty-five years. This includes ten years as the Advertising Director/Associate Publisher of Surfing, Bodyboarding and Volleyball magazines, and eight years as the Marketing Director of Rusty, a leading surf brand. More recently, he served as Publisher of Primedia's Surfing Group and then became Marketing and Events Director for the Primedia Action Sports Group division. He has served as President of SIMA (1988-9), President of Surfing America (1997-2004), and as Head Coach of the USA Surf Team from 1982-1984, leading the team to a Gold Medal in '84. Returning to the helm from 2004 to 2007, he brought the USA Surf Team back to international recognition by securing three ISA World Championship appearances and a Silver medal at the 2004 Quiksilver ISA World Junior Championships in Tahiti. In those events, team members Tom Curren ('82), Scott Farnsworth ('84), Janice Aragon ('84) and Julia Christian ('06) all won individual Gold Medals.

If all that weren't enough, “PT” has been honored as a “Surf Champion” by Huntington Beach’s Surfing Walk of Fame (1998) and was inducted into both the Surfer’s Hall of Fame (2004) and his native Australian Surfing Hall of Fame (2001).

About PIPELINE® International

PIPELINE® International is a full-service licensing company with licensees currently operating in the United States, Japan, the Philippines, New Zealand and Australia. The company maintains a global network of industry professionals to assist licensees in developing new product categories and help increase consumer awareness of the Pipeline® brand. Pipeline® International owns trademarks worldwide and has recently embarked on a new plan to expand its program both domestically and internationally. The ongoing management and administration of this

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brand includes the recruitment of strategic licensees and retail partners, the development and approval of merchandise in all product categories, the maintenance of strong working relationships with all business associates, the monitoring of sales and promotions, and collection of royalties. Pipeline® International understands the long-term nature of building brand equity and is creating new licensing and promotional programs to support increased recognition of the Pipeline® image and trademark..

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