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PIPELINE® BREAKS SPRING/SUMMER 2010 LINE AT SURF EXPO

Los Angeles, CA – July 12, 2009 — PIPELINE® International announced today that their expanding range of lifestyle products will be introduced to retailers attending the next Surf Expo in Orlando, Florida, August 20-22. Merchandise categories include young men’s tees and boardshorts, juniors’ tees, board shorts, bikini separates and sun dresses, as well as a full range of body boards, swims fins, dive sets and headwear. Since it’s debut this season, PIPELINE® has established placement at sporting goods, department, specialty and resort stores throughout the Hawaiian Islands, Guam and the on Mainland, and is currently building a sales team for its next phase of distribution to the Gulf & East Coasts, Caribbean, Puerto Rico and U.S. Virgin islands.

“We’re thrilled to be part of Surf Expo and look forward to introducing our brand to core retailers attending the show. We want them to share the excitement of PIPELINE® and become familiar with our business strategy for growth, which is based on providing quality, stylish product at attractive retail price points. The owners of these stores are very familiar with the most famous wave in the world, on which our brand is built; and it’s our goal to help them share a bit of the North Shore lifestyle with their customers.” said Alan Greenberg, CEO of PIPELINE®.

About PIPELINE® International

PIPELINE® International is a full-service licensing company with licensees currently operating in the United States, Japan, Israel, 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 implemented a plan to expand its program both domestically and internationally. The ongoing management and administration of this brand includes the recruitment of strategic licensees and retail partners, the development and approval of merchandise in each product category, and the maintenance of strong working relationships with all business associates.

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