



JEFFREY ■ ALEC ■ COMMUNICATIONS

PUBLIC RELATIONS:

Jeff Levine
Jeffrey Alec Communications
310-476-6700
jlevine@jeffreyaec.com

**PIPELINE® MAKES MORE WAVES WITH
JUNIORS SWIMWEAR FOR SPRING/SUMMER 2010**

Los Angeles, CA – July 16, 2009 — Today PIPELINE® International, a growing presence in the lifestyle surf apparel market, announced that Mikshag Inc. has been granted the license for PIPELINE®-branded Women's and Junior's Swimwear in the United States. This new product category is being added to their current license for Young Men's apparel, under which their initial summer product is now being sold at retail and their extensive outerwear program is being booked for Fall/Winter '09.

With this addition, Mikshag will now design, distribute and market a full range of Women's and Junior's Swimwear Coordinatates – including Boardshorts, Tee Shirts, Bikini Separates and Sundresses -- under the PIPELINE® brand. The line, to be available in Women's 2-16 and Junior's 0-13 sizes, is set to launch at sporting goods retailers, department stores, and select specialty stores nationwide for Spring/Summer 2010 and will debut at Surf Expo, August 20-22, 2009 in Orlando Florida.

"Development of the Women's and Junior's Swimwear category must be built around the core PIPELINE® characteristics of high quality, innovative design, and attractive pricing. Mikshag has done a fine job with all the product they've taken on thus far; so, when they asked for the additional categories and showed us their plans for the merchandise, we immediately saw the potential for another major step in the growth of our brand," said Alan Greenberg, CEO of PIPELINE® International.

"These new categories are a natural extension of our existing licensing agreement with PIPELINE®. We believe that Women's and Junior's Swimwear and Coordinatates will allow us to expand our distribution of the brand by having a broader range of apparel for the consumer. We also hope the retailer begins to recognize that we are building a year-round program of PIPELINE® apparel, in classifications throughout their store, so they can depend on a continual flow of fashionable product from us as recognition of the iconic PIPELINE® Wavecrest continues to grow," said Mike Shaughnessy, President of Mikshag.

--more--

149 SOUTH BARRINGTON AVENUE, #331

LOS ANGELES, CA 90049

P: (310) 476-6700

F: (310) 476-6770

www.jeffreyaec.com



JEFFREY ■ ALEC ■ COMMUNICATIONS

PUBLIC RELATIONS:

Jeff Levine
Jeffrey Alec Communications
310-476-6700
jlevine@jeffreyaec.com

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.

About Mikshag, Inc.

Mikshag, Inc. was founded in 2000 by Mike Shaughnessy, President. The company is based in San Clemente, California, near the heart of the surf and lifestyle fashion industry, and specializes in private label manufacturing for some of the top lifestyle brands and major retailers nationwide. Mike is a veteran of the surf apparel business, having directed product development and manufacturing over the years for Ray's Apparel's, Ocean Pacific, and Newport Blue. Arnie Isaacs, Vice President Sales, previously was a partner in Eagle Canyon DBA Woodlake Designs, which he founded in 1993. Together, Mike and Arnie have over 50 years of manufacturing, sales and merchandising experience within the industry and work with a high caliber staff of apparel professionals. They have been a key force behind many successful lifestyle brands and will be using their skills once again in developing the PIPELINE® young men's and juniors categories.

###

149 SOUTH BARRINGTON AVENUE, #331

LOS ANGELES, CA 90049

P: (310) 476-6700

F: (310) 476-6770

www.jeffreyaec.com