



JEFFREY ■ ALEC ■ COMMUNICATIONS

**PUBLIC RELATIONS:**  
Jeff Levine  
Jeffrey Alec Communication  
310-231-9211  
jlevine@jeffreyaec.com

## **PIPELINE® INTERNATIONAL INTRODUCES NEW LOGO FOR THE BRAND**

Los Angeles, CA – August 6, 2007 — PIPELINE® International, owner of the PIPELINE® trademark, today unveiled a redesigned version of its traditional Wavecrest logo. The new icon captures the energy of the famous PIPELINE wave, one of the most photographed natural phenomena in the world, located on the North Shore of Hawaii. The PIPELINE wave is a unique left break; and the razor-sharp reef below helps create the famous tubes which make Pipeline one of the top 10 best waves in the world. The Wave frequently appears in consumer publications, film and TV shows, including “Blue Crush”, “Boarding House”, and “Step Into Liquid”, and action sports media such as Fuel and ESPN.

The new logo will be used on all Spring/Summer 2008 merchandise, which can be previewed at the MAGIC International trade show in Las Vegas, August 27 -30, 2007, in booth STL 20731. It will also appear in a very aggressive print, broadcast and online global advertising campaign throughout 2008. “Our new Wavecrest logo brings a fresh dynamic look to the brand, yet it maintains the elements of the original, created at the brand’s inception in 1979. I think our team has created something unique that captures the Wave’s power, adventure and tradition, which are the core values of the brand,” said Alan Greenberg, CEO of PIPELINE® International.

### **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 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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11835 WEST OLYMPIC BLVD., SUITE 460

LOS ANGELES, CALIFORNIA 90064

P: (310) 231-9211

F: (310) 231-9214

[www.jeffreyaec.com](http://www.jeffreyaec.com)



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**ORIGINAL PIPELINE® 1979 CLASSIC LOGO**



**NEW PIPELINE® BANZAI LOGO**



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