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**PIPELINE® INTERNATIONAL ANNOUNCES
NEW BRAND FOCUS FOR THE SPRING/SUMMER 2008 SEASON**

Los Angeles, CA – May 14, 2007 — PIPELINE® International, owner of the PIPELINE® lifestyle label, today announced a new brand direction for Spring/Summer 2008. The concept, inspired by Southern California casual fashion, also incorporates elements derived from the brand's strong relationships with Hawaiian Tradition and Boardsport Culture. While targeting the 15-25 year old customer, PIPELINE® distributes an extended line of men's and boy's apparel and accessories targeting the Mid-tier and Sporting Goods channels of distribution.

The new line is scheduled for debut at the August 2007, MAGIC International trade show in Las Vegas. A complete range of licensed clothing and accessories for juniors and girls is in development and will also be available for preview at that time. PIPELINE® International intends to offer footwear and bags via a network of sub-licensees in the near future.

"We've been very involved in refocusing the look, tone and feel of the brand within the framework of a global marketing plan," said Alan Greenberg, CEO of PIPELINE® International, "and we've anticipated the introduction of PIPELINE® to the U.S. market for several years now. Our recent expansions into Australia and Japan have been very successful; we're now putting the kind of partnerships in place that will do the same for "the Wave" domestically."

PIPELINE® derives its name from one of the most famous waves in the world, found on the North Shore of Oahu, Hawaii. Its enormous winter swells, generated by storms migrating from thousands of miles away in the Bering Straits, break onto a very shallow reef and create a thrilling and dangerous ride suitable for only the most experienced of surfers.

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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