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**PIPELINE® CONTINUES BRAND EXPANSION THROUGH MASTER LICENSING AGREEMENT
WITH H.L. BRANDS LIMITED FOR ISRAEL AND THE PALESTINIAN TERRITORY**

Los Angeles, CA – May 6, 2008 — Today PIPELINE® International, owner of the PIPELINE® youth culture surf brand announced it has officially entered into a master licensing agreement with H.L. Brands Ltd., a leading Israeli manufacturer of fashion brands specializing in integrated merchandising programs of sports, entertainment, and lifestyle clothing. H.L. Brands will eventually produce and distribute a full line of PIPELINE® Men's, Women's and Children's surf-related apparel and accessories.

The line is scheduled for a Spring/Summer '09 launch in Israel and the Palestinian Territory, with distribution to department, sporting goods, and specialty stores. A complete accessory assortment of bags, footwear, eyewear and other categories will follow later under sublicensing arrangements managed by H.L. Brands Ltd.

The PIPELINE® launch will be supported with a comprehensive marketing campaign consisting of in-store displays, print advertising, media relations, online support, and outreach to consumers at regional events throughout Israel.

"We are pleased to welcome our new partner H.L. Brands Ltd. to our worldwide family of licensees. This is another example of the growing international appeal of PIPELINE and it's an exciting prospect to work with such industry leaders in developing lifestyle collections abroad as well as in the United States," said Alan Greenberg, CEO of PIPELINE® International.

"We see a great potential and opportunity in this new venture and we look forward to working with PIPELINE® in developing and expanding the brand in Israel", said Yaniv Levinson, CEO of H.L. Brands Ltd..

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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About H.L. Brands Ltd.

H.L. Brands LTD, and its affiliate Atid Brands, is the exclusive master licensee of seven international brands in Israel including: Beverly Hills Polo Club, Fashion TV FA, Auca de Salvador Dali, Marilyn Monroe, Hummer, and Chevrolet & Corvette. The company specializes in manufacturing apparel and works with a variety of sub licensees, retailers and distributors to bring their brands' products to the Israeli marketplace.

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