



JEFFREY ■ ALEC ■ COMMUNICATIONS

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**PIPELINE TEAMS WITH HAWAII INTERCONTINENTAL CORPORATION
AS EXCLUSIVE DISTRIBUTOR FOR THE ISLANDS**

Los Angeles, CA – January 12, 2009 — PIPELINE® International proudly announced today that the surf inspired brand is returning to it's roots in Hawaii for Spring/ Summer 2009 through an exclusive distributor partnership with Hawaii Intercontinental Corporation (HIC). The agreement covers all soft and hard good categories; products will be sold to department and specialty stores throughout the Hawaiian Islands, Guam and Saipan.

“ We are very pleased to be associated with Hawaii Intercontinental Corporation (HIC) and are excited about bringing the PIPELINE brand back to its home in Hawaii. HIC is totally focused on establishing PIPELINE as a leader in affordable quality surf and sport gear. They will distribute goods to retailers in the surf lifestyle market, which conforms with PIPELINE® International's distribution and licensee model worldwide,” stated Alan Greenberg, President and CEO of PIPELINE International.

“We're very enthusiastic about the addition of PIPELINE to our brand portfolio. It's a perfect fit for our territory and complements the existing line-up of products we currently offer. The buzz has already started among our retailers and we anticipate great things for PIPELINE in the islands,” said Tina Kagoshima, President of Hawaii Intercontinental Corp.

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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About Hawaii Intercontinental Corp (HIC)

Established in 1977, "HIC" is one of the largest direct importers of beach lifestyle items in the state of Hawaii. They have three distribution centers servicing the Pacific; Hawaii, Guam & Saipan. The Hawaii location product mix consists of beach lifestyle merchandise such as headwear, body boards, swim & dive equipment, beach toys, footwear, and other related items. The Guam and Saipan product mix consists of consumable food products and beach lifestyle items.

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