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**PIPELINE FEATURES BOARDSPORT FASHION IN
YOUNG MEN'S & JUNIORS '09 OUTERWEAR COLLECTION**

Los Angeles, CA – March 9, 2009 — Establishing itself as a progressive, style-conscious surf brand, PIPELINE has now set its sights on winterwear with an ambitious, fashion-forward lifestyle collection making its debut at retail for Fall/Winter 2009. Previewed at the recent MAGIC show, PIPELINE Snow Gear has been designed to compete with fashion-driven product from higher-end lifestyle brands, at more attractive price points, and will enhance the reputation PIPELINE is developing as a year-round resource for Quality Surf & Sport Gear.

“PIPELINE’s outerwear line makes a statement. It’s smarter and more stylish than what you typically find in boardsport clothing, especially at the kind of price points we’re offering. We feel there’s something missing in the current marketplace. Young people are wiser and savvier than ever before, and they expect a brand to offer more than just hype. They want style as well as quality. Our collection bridges the gap between high-end labels and traditional boardsport apparel and we’ve also included technology in the mix with the introduction of our “FiberTronics Jacket”. These garments have built-in wiring that allow you to plug in your iPod and operate it via a five button control system on the outer sleeve,” said Annie Isaacs, Vice President of Mikshag Inc., PIPELINE licensee for the Young Men’s and Juniors apparel.

“While surf-based brands have long been in the lifestyle apparel business, not many of them have aggressively pursued sporting goods retailers, department stores and select specialty stores with something new, different and affordable in fall/winter wear. We want them to know that we’re serious about having continuity in their stores. The idea is to get customers looking for our product year-round and we intend to build that awareness. For Fall/Winter ’09 we’re sewing an oversize label into the back lining of our jackets, telling the PIPELINE story and how it translates from the famous wave on the North Shore of Oahu to the powdered slopes of rugged mountain tops around the world,” said Mike Shaughnessy, President of Mikshag.

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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, the two 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.

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