



JEFFREY ■ ALEC ■ COMMUNICATIONS

PUBLIC RELATIONS:
Jeff Levine
Jeffrey Alec Communications
310-476-6700
jlevine@jeffreyaec.com

**PIPELINE® RIDES THE WAVE AS HAWAII INTERCONTINENTAL CORPORATION
SIGNS REGIONAL U.S. LICENSE FOR WATERGEAR AND HEADWEAR**

Los Angeles, CA – April 1, 2009 — Today PIPELINE® International proudly announced the addition of another new member to its expanding worldwide team of licensees. Hawaii Intercontinental Corporation (HIC) is now the official manufacturer of PIPELINE® Body Boards, Swim Fins, Dive Sets, Rash Guards and Headwear in the Hawaiian Islands, Guam, Saipan and Micronesia. Merchandise will debut at sporting goods retailers, department stores, and select specialty and resort stores this spring/summer season.

“We are extremely excited about the expanded role taken on by HIC. After recently becoming the exclusive distributor of PIPELINE® products for their territory, they received such a great response from their customer base that they asked us if they could offer additional product not currently being produced. Now, in addition to the array of merchandise created by other PIPELINE® licensees, they will be manufacturing and distributing their own Body Boards, Swim Fins, Dive Sets, Rash Guards and Headwear... just what is needed to take our brand to the next level in the Islands,” stated Alan Greenberg, President/CEO of PIPELINE® International.

“Our range of PIPELINE® Body Boards will appeal to both the novice and the experienced thrill-seeker... anyone who wants a great water adventure without having to invest the time and money learning to ride a surfboard. PIPELINE® Swim Fins are designed for optimum power and acceleration to catch waves; and they can also be used in conjunction with our quality Snorkel & Dive Mask sets for exploring sights beneath the surface of tropical waters throughout the Islands. In terms of fashion, our Headwear and Rash Guard collections are natural extensions of the current young men’s and junior’s sportswear/swimwear lines that we are distributing in our territory; but they’re also functional accessories for visitors and locals alike, providing protection from the sun’s rays we’re all constantly exposed to” said Tina Kagoshima, President of Hawaii Intercontinental Corp.

--more--

149 SOUTH BARRINGTON AVENUE, #331

LOS ANGELES, CA 90049

P: (310) 476-6700

F: (310) 476-6770

www.jeffreyaec.com



JEFFREY ■ ALEC ■ COMMUNICATIONS

PUBLIC RELATIONS:

Jeff Levine
Jeffrey Alec Communications
310-476-6700
jlevine@jeffreyaec.com

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 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 and Saipan. The Hawaii 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.

###

149 SOUTH BARRINGTON AVENUE, #331

LOS ANGELES, CA 90049

P: (310) 476-6700

F: (310) 476-6770

www.jeffreyaec.com