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Paul Frank Industries, Inc. and Oscar Mayer announce limited time collaboration

For Immediate Release

COSTA MESA, Calif. – A fun fact: did you know that between Memorial Day and Labor Day Americans typically eat seven billion hot dogs? Laid end to end, that’s enough hot dogs to circle the globe more than 15 times.

Really, who doesn’t love the hot dog - an all American favorite? Not Paul Frank Industries (PFI), who are proud to announce their collaboration with Oscar Mayer, a Division of Kraft Foods and leading manufacturer of cold cuts, bacon, hot dogs, and lunch combinations. As part of a one-year agreement between Paul Frank Industries and Oscar Mayer, PFI will produce clothing and accessories bearing the Oscar Mayer® logo and trademark Wienermobile™ vehicle. The collaboration will include product offerings such as pajamas, swimwear, outerwear, vinyl accessories, and even sportswear for men and women. Prices will range from an opening point of \$21.00 for a basic tee to \$68.00 for a printed poplin pj set, up to \$80.00 for a vinyl boutique shoulder bag.

“Everybody loves the Wienermobile!” says Paul Frank, PFI’s Founder and Creative Director. “It makes you forget where you are for a second and takes you back to being a little kid.” It’s this sense of nostalgia that inspires Paul Frank. “No matter how technical things get, we’re still mesmerized by a wiener. I think it’s cool that a company like Oscar Mayer keeps it simple.”

Paul Frank’s affinity towards and inspiration from traditional Americana brands like Oscar Mayer makes for a perfect collaboration between two companies that on the surface don’t appear to be a perfect match – a trusted brand of processed meats for over 120 years, firmly entrenched in its market, and a young upstart design house still bucking the system.

“The Wienermobile has always been about bringing smiles to people for over 65 years, and with this new collaboration we are happy that Paul Frank and his products will give a new generation a reason to smile” said Etienne Patout, Director, External Development and Strategy, Kraft Foods, Oscar Mayer Division..

The collaboration will make its debut at the MAGIC Marketplace tradeshow August 30th – September 2nd at the Las Vegas Convention Center with a special appearance by Paul Frank himself dressed as a hot dog. In addition, the Oscar Mayer Wienermobile will be greeting visitors to the Convention Center on a daily basis during the duration of the trade show. Unfamiliar with the 27 foot, 10,000 pound hot dog that doubles as a car? You won’t be after MAGIC!

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ABOUT OSCAR MAYER

Oscar Mayer, headquartered in Madison, WI, is a leading manufacturer of packaged cold cuts, hot dogs, LUNCHABLES lunch combinations and bacon. The Oscar Mayer® Wienermobile™, Wiener Jingle© and Bologna Jingle© are copyrighted property of Oscar Mayer Foods. The company is a division of Kraft Foods Global, Inc., which markets many of the world’s leading food brands, including Kraft cheese, Maxwell House and Jacobs coffees, Nabisco cookies and crackers, Philadelphia cream cheese, Oscar Mayer meats, Post cereals and Milka chocolates, in more than 150 countries.

ABOUT PAUL FRANK INDUSTRIES

Founded on the simple principle of pure creativity, the design house of Paul Frank Industries specializes in originally created men’s and women’s sportswear accessories, pajamas, swimwear, intimates, t-shirts, and home furnishings. PFI collections are available at top retailers worldwide, including Nordstrom, Bloomingdales, Macy’s, Colette (France), Selfridges (London), Beams (Japan), and 14 Paul Frank stores worldwide (the latest opening in Las Vegas in September). Recent company developments include license agreements with Vestal, Inc. for PF Timing and Baum Vision for PF Optometrics. For more information, visit paulfrank.com

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