

AUTHENTIC BRANDS GROUP



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ABG OBTAINS EXCLUSIVE USE OF MARILYN MONROE PHOTOGRAPHS

ICONIC PHOTOGRAPHERS GREENE, KELLEY AND BERNARD UNIFY ABG'S MARILYN MONROE STRATEGY

NEW YORK, June 9th, 2011 – Authentic Brands Group (ABG), in addition to its recent acquisition of The Estate of Marilyn Monroe owned in partnership with NECA, Anna Strasberg and Anna Freud Center, announced today it has consolidated the licensing efforts of the Marilyn Monroe brand by signing exclusive agreements to represent the Marilyn Monroe photography of Milton H. Greene, Tom Kelley and Bernard of Hollywood – who together produced the most celebrated and recognized photographs of Monroe.

“Marilyn Monroe occupies a one-of-a-kind, iconic position in film history and American culture,” said ABG CEO Jamie Salter. “Having the exclusive rights to license these photography collections along with her name and likeness is significant because for the first time the Marilyn Monroe brand will be unified worldwide.”

The renowned collections document the life and career of Marilyn Monroe from the time she was discovered in Hollywood and pursued a modeling career, through her movie career and marriages to baseball legend Joe DiMaggio and playwright Arthur Miller, and up until her death in 1962. The collections represent her independence and capture her unprecedented artistic contribution.

ABG will license Monroe photography with her name and likeness not only for consumer goods, but also for creative marketing and advertising campaigns. In addition, ABG will roll out a multi-tier marketing and distribution strategy including high-end luxury collaborations with partners such as Dolce & Gabbana amongst others. ABG's newly signed mass, mid-tier and specialty licensee partners include Bioworld, Dreamwear, Nova Wines, InCase Designs, Alien Workshop and more.

For half a century, Marilyn Monroe has been recognized as the most iconic female personality transcending Hollywood glamour. ABG will reflect that image by working with best in class licensees who have the same goals.

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About Authentic Brands Group LLC

Authentic Brands Group, in partnership with Leonard Green & Partners, is an intellectual property corporation with a mandate to acquire, manage and build long-term value in prominent consumer brands. With offices in New York and Toronto, ABG's mission is to acquire and manage iconic consumer brands in apparel, sporting goods, action sports, home, celebrity, entertainment and consumer electronics and enhance brand equity through best-in-class brand licensee and direct-to-retail partnerships. ABG holds Marilyn Monroe, TapouT, TapouT MPS, TapouT Pro, TapouT Vintage, Silver Star Casting Company, Iron Star, Hitman Fight Gear and Sinister Brand. www.authenticbrandsgroup.com

For more information on Authentic Brands Group holdings:

www.tapout.com, www.buysilverstar.com and www.sinisterbrand.com

FACEBOOK: www.facebook.com/marilynmonroe