



**FOR IMMEDIATE RELEASE**

## Paul Frank Industries' Julius & Friends and uclick Bring Famed Characters to Mobile Phones

**KANSAS CITY, MO and COSTA MESA, CA, September 14, 2006** -- Fans of the iconic wide-mouthed monkey, Julius, and his gang of colorful friends will soon be able to access them on their mobile phones. An exclusive deal announced today between Paul Frank Industries and uclick mobile allows fans to enjoy the quirky humor and sarcasm, along with artwork and animation that has made Julius famous throughout the world.



Humor, bright graphics and our characters have been the foundation of Paul Frank Industries' design since the beginning," says Ryan Heuser, Paul Frank Industries' president and co-founder. "Through this partnership with uclick, fans of Julius & Friends will be able to enjoy our content on mobile devices anywhere in the world at anytime."

Users will be able to customize graphics to their liking and view the latest in Paul Frank Industries' sportswear and accessories all from their mobile phone.

A leader in mobile entertainment, uclick mobile's diverse content offerings include comic strips, comic books, manga, illustration, photography, video and games for mobile phone users. The Julius & Friends product line is the company's first hailing from the world of lifestyle fashion. "Paul Frank Industries creates the most distinct and unconventional designs in lifestyle fashion today," says uclick CEO, Chris Pizey. "We're thrilled to partner with a true original, Julius & Friends, for mobile phones."

Screensavers, wallpapers, animations, videos and games starring Julius & Friends along with other Paul Frank Industries graphics will be available late fall 2006 through most carriers or on <http://mobile.gocomics.com>.

For more information on Paul Frank Industries, visit [www.paulfrank.com](http://www.paulfrank.com) or contact: Nancy Carlson (323) 397-0624 or [nancyc@paulfrank.com](mailto:nancyc@paulfrank.com).

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### **About Julius & Friends:**

Julius & Friends is a line of accessories, apparel and PJs for teens and tweens featuring Julius, the wide-mouthed monkey, and his coterie of friends from Planned Pines. In 2006 the globally recognized character celebrated his tenth birthday. In addition, Julius & Friends will appear in media properties, publishing and licensed categories.

### **About Paul Frank Industries (PFI):**

Paul Frank Industries is a design house based in Orange County, California. The company owns and operates Paul Frank, Julius & Friends and Small Paul, as well as the Paul Frank Store retail division. PFI brands are available at Nordstrom, Bloomingdales, Macys, Fred Segal (Los Angeles), Colette (France), Selfridges (London), Beams (Japan), and fifteen Paul Frank stores worldwide. Licensed categories include watches, eyewear, bicycles and home textiles. Visit [www.paulfrank.com](http://www.paulfrank.com) for more information.

### **About uclick, LLC:**

[uclick](http://www.uclick.com) is a best-of-breed mobile content provider, offering a broad mix of popular comic strips, comic books, manga, illustration, photography, video and games for mobile phones. Featuring top brands such as Garfield, The Boondocks, Teenage Mutant Ninja Turtles, TOKYOPOP, USA Today, Pat Sajak, Mary Engelbreit, Wyland and many more. uclick's products are available through their flagship consumer brand, GoComics (GoComics.com), top U.S. carriers and leading distributors worldwide. uclick is a division of Andrews McMeel Universal, the leading syndicate and publisher of humor books and calendars in North America. Visit [www.uclick.com](http://www.uclick.com) for more details.