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ASX and Media Release

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PAS SIGNS NEW BRAND LICENSING DEALS WITH IBML

Highlights

- New Dunlop license signed with IBML
- Extension of current Everlast and Slazenger licenses to include footwear and equipment
- New equipment division at Designworks

The PAS Group Limited (ASX: PGR) ("PAS" or "the Company") today announced that it has signed new licensing agreements with global brand owner International Brand Management & Licensing ("IBML") for the distribution of sports equipment and footwear for the Everlast, Slazenger and Dunlop brands in Australia and New Zealand through its subsidiary Designworks Clothing Company Pty Ltd ("Designworks").

Under an existing licensing agreement with IBML, Designworks has already had early success in distributing apparel under the Everlast and Slazenger brands through discount department stores such as Kmart and Big W. The new agreements extend the product range for these two brands to include sports equipment and footwear. Under a separate agreement, Designworks will design and distribute apparel, footwear and sports equipment under the Dunlop brand.

A new equipment division has been created at Designworks with the new products to be launched during the second half of the current financial year through its discount department store and specialty store network.

The new licensing deals with IBML does not relate to the sale of the Brands Collective business by Pacific Brands to a third party. However, Designworks will acquire Pacific Brands' Everlast, Dunlop and Slazenger equipment and footwear inventory.

Eric Morris, Chief Executive Officer of PAS commented:

"Part of our strategy is to expand our product offering through new and existing brand licenses and broaden distribution for our wholesale business. As a continuation of our strong strategic relationship with IBML, this deal expands our product range for Everlast and Slazenger following encouraging apparel sales since their recent launch, and adds the Dunlop brand to our portfolio. It will leverage the considerable design and product development expertise we have in the Designworks business."

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About PAS Group

The PAS Group is a leading Australian apparel business with a diverse portfolio of brands and products including leading owned retail brands such as Review, Metalicus and Black Pepper and brands designed and distributed on a wholesale basis including Metalicus, Black Pepper, Yarra Trail and the Designworks operation.

PAS has a multi-channel offering, with products sold on a retail basis through owned branded stores and concessions and online channels, and on a wholesale basis through a range of retail outlets including department stores such as David Jones and Myer, discount department stores such as BIG W, Target and Kmart and over 1,000 independent retail stores.

About Designworks

Designworks operates as a designer, marketer and supplier of branded, licensed and private label apparel, footwear and accessories. It has one of Australia's largest in-house design and development teams designing and producing products for department and discount department stores. Designworks has a strategic alliance with IBML for the sale and distribution of its international brands under licence in the Australian and New Zealand markets. Its other IBML brands under license include Karrimor, Kangol, Firetrap and No Fear.

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