



## **JORDACHE ENTERPRISES AND FRANKIE B., INC. Announce Long Term Exclusive Licensing Deal in Dittos Brand.**

New York, NY. — June 1, 2007 — Jordache Enterprises is pleased to announce that it has retained the name and marks under the Dittos trade name, with Frankie B. as the sole licensee to Dittos. The Dittos name and trademarks were acquired by Jordache Enterprises in 1981.

“We are extremely excited to work with Frankie B. who’s got great branding expertise and certainly understands the appeal and direction of Dittos,” says Steven Nakash, Director of Licensing for Jordache Enterprises.

“I am thrilled to be working with Jordache. Their breadth of experience and history in this business is more than beneficial for Dittos. The collection is doing incredibly well, and we look forward to working with Jordache to expand and grow,” notes Daniella Clarke, Owner and Creative Director of Frankie B. Dittos is sold at leading luxury outlets including Henri Bendel, Harrod’s, Saks Fifth Avenue, Lisa Kline, Intermix, ShopBop, and many more specialty boutiques internationally.

For more information, please visit: [www.jordachecorporate.com](http://www.jordachecorporate.com)

### **About Jordache Enterprises**

A leader in denim manufacturing, design and marketing, Jordache Enterprises manufactures and licenses for brands like Gasoline, Maurice Sasson, KIKIT Earl Jeans and US Polo Association.

Jordache catapulted to fame in the late 70’s as a leader in the designer-label jeans category. At the height of its popularity, Jordache unisex jeans were designer favorites of female and male celebrities and fashionistas and its highly anticipated ad campaigns were seen as provocative and innovative.

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