



Otis College of Art and Design

FOR IMMEDIATE RELEASE

HURLEY AND PACSUN TO BE HONORED WITH CREATIVE VISION AWARDS

Action Sports Brand and Youth Specialty Retailer Selected For Annual Award to be Presented by Otis College of Art and Design on May 2 at The Beverly Hilton

LOS ANGELES - (March 10, 2009) - **Samuel Hoi, president of Otis College of Art and Design**, today announced the recipients of the annual Otis Creative Vision Award. The 2009 honorees are **Bob Hurley, founder and chairman of Hurley International**, and **Sally Frame Kasaks, chairman and chief executive officer of Pacific Sunwear of California Inc.** The awards will be presented on Saturday, May 2, at the college's 27th Annual Scholarship Benefit and Fashion Show at The Beverly Hilton.

"The Creative Vision Award is given to individuals and companies whose creative and entrepreneurial vision has captured the spirit of the times and set a benchmark for the future," said Hoi. "Hurley and PacSun are two of the best names in the youth lifestyle market. We are particularly delighted to honor them because they have been long-term exemplary supporters of Otis and its students."

A respected craftsman in the art of surfboard shaping, Bob Hurley was an early believer in the potential for action sports design in the United States. With the strength of that conviction, he launched **Billabong USA** in 1983, successfully growing the business until he established his namesake company, Hurley International, in 1999. Three years later, Hurley became part of **NIKE Inc.**, and today is an integral part of the NIKE Inc. portfolio, which naturally connects to young people. Bob Hurley remains Chairman of Hurley International and is ever-enthusiastic and curious about the youth consumer and the constantly changing world of design.

Pacific Sunwear started as a single surf shop in Newport Beach and, over more than two decades, has transformed into a leading lifestyle retailer rooted in the youth culture and fashion vibe of Southern California. Through its 932 PacSun retail stores located in the 50 states and Puerto Rico, the company offers both branded and proprietary apparel, as well as accessories and footwear, that is coveted by teens and young adults. Sally Frame Kasaks was appointed Chairman and Chief Executive Officer of Pacific Sunwear in May 2007 after serving as Interim Chief Executive Office since October 2006. During her distinguished retail career, she has served as Chairman and Chief Executive Officer of **Ann Taylor Stores, Inc.**, President and Chief Executive Officer of **Abercrombie and Fitch**, and Chairman and Chief Executive Officer of **The Talbots, Inc.**

"On behalf of **Hope Warschaw, chair of the Otis Board of Trustees**, and the Otis community at-large, I want to especially recognize and thank action sports industry executives and Otis Trustees **Dick Baker** and **Roger Wyett** for their invaluable role in ensuring that Bob and Sally receive this important recognition," added Hoi.

Previous Otis Creative Vision awardees are: **Anne Globe of DreamWorks Animation** and **Brad Globe of Warner Bros. Consumer Products** (2008), **Jacque Hall** and **Paul Fitzpatrick of Macy's** (2007), **Joseph Abboud, Cirque du Soleil** and **Roxy** (2006), **Mindy Grossman** and **Peter Kolsky of Nike, Inc.** (2005), **Roger Williams of Warnaco Swimwear Group** and **Susan Crank of Lunada Bay Corporation** (2004), **Tim Kilpin of The Walt Disney Company** (2003), **Matt Bousquette of Mattel**, **Richard Baker of Op** and **Linda Platzner of Primedia** (2002), actor/artist **Dennis Hopper**, sculptor **Robert Graham** and swimwear designer **Anne Cole** (2001), **Max Azria of BCBG** (2000), **Bob McKnight of Quiksilver** (1999), **Todd Oldham** and **Dan Romanelli of Warner Bros. Consumer Products** (1998), and **Michael Gould of Bloomingdale's** (1997).

Hurley and PacSun will be presented with the Creative Vision Award at the annual Otis Scholarship Benefit on May 2nd at **The Beverly Hilton Hotel**. Over 1,000 leaders in entertainment, fashion, business and finance as well as society patrons, press, celebrities, students, alumni and other supporters are expected to attend the gala. This annual event is Otis College's largest fundraiser, grossing over \$1 million in scholarships for art and design students. Tickets and additional information are available at <http://www.otis.edu/sbs09> or by calling (310) 665-6858.

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ABOUT OTIS

Founded in 1918, Otis College of Art and Design prepares diverse students of art and design to enrich our world through their creativity, their skill, and their vision. The College offers an interdisciplinary education for 1,200 full-time students, awarding BFA degrees in advertising design, architecture/landscape/interiors, digital media, fashion design, illustration, interactive product design, painting, photography, sculpture/new genres, and toy design; and MFA degrees in fine arts, graphic design, public practice, and writing. Continuing Education offers certificate programs as well as personal and professional development courses. More information on Otis College of Art and Design is available at www.otis.edu or by calling (310) 665-6800.

ABOUT HURLEY INTERNATIONAL

Headquartered in Costa Mesa, California, Hurley International LLC designs and distributes a line of action sports apparel for surfing, skateboarding and snowboarding, and youth lifestyle apparel and footwear under the Hurley brand name. Additional information available at www.hurley.com

ABOUT PACIFIC SUNWEAR

Pacific Sunwear is a leading lifestyle specialty retailer rooted in the youth culture and fashion vibe of Southern California. The Company sells casual apparel with a limited selection of accessories and footwear designed to meet the needs of teens and young adults. As of January 31, 2009, the Company operated 806 PacSun stores and 126 PacSun Outlet stores for a total of 932 stores in 50 states and Puerto Rico. PacSun's website address is www.pacsun.com.