



Pep Boys Partners With Global Icons to License and Market Manny, Moe and Jack Trademarks

Targeted categories will include toys, collectibles, novelty items, apparel, and publishing.

PHILADELPHIA ([PRWEB](#)) April 30, 2003 - The Pep Boys - Manny, Moe and Jack (NYSE: PBY) the nation's leading automotive aftermarket retail and service chain today announced that it has retained Global Icons, LLC of Los Angeles, California to license and market Pep Boys-branded products.

Much of the merchandise to be licensed will bear the well-known caricatures of Pep Boys' founders Emmanuel "Manny" Rosenfeld, Maurice "Moe" Strauss and W. Graham "Jack" Jackson. According to Pep Boys CEO Mitchell G. Leibovitz, "This is the first major licensing effort we have made to leverage the incredible brand equity that exists with Manny, Moe and Jack. Global Icons has extensive knowledge launching, expanding and managing brand licensing campaigns and will help us continue to build our 82-year-old brand and enhance our profitability."

Global Icons will help Pep Boys open a new revenue stream by introducing and marketing its brand to channels outside the automotive aftermarket. Toy, collectible, novelty, and apparel manufacturers and publishers will be among the various categories that Global Icons will target to market and license.

"The Pep Boys brand is more than just a category leader, its a pop-icon of American culture," commented Jeff Lotman, Global Icons' CEO. "Global Icons plans to take the powerful imagery of "Manny, Moe and Jack" into a lot of interesting and lucrative brand extensions."

About Global Icons

Global Icons is a premier licensing agency, specializing in the development and extension of corporate brands and trademarks, as well as entertainment properties. The company's mission is to increase brand awareness and create new revenue streams for their clients through the establishment of new products and distribution channels. Select clients include Duncan Hines, Elite Modeling, Igloo, Hollywood Sign, Ronald McDonald House Charities, and Spinning, among others. Please visit <http://www.globalicons.com> to view the complete roster of clients.

About Pep Boys

Pep Boys has 629 stores and over 6,500 service bays in 36 states and Puerto Rico. Along with its vehicle repair and maintenance capabilities, the company also serves the commercial auto parts delivery market and is one of the leading sellers of replacement tires in the United States. Customers can find the nearest location by calling 1-800-PEP-BOYS or by visiting pepboys.com.

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