

established.inc incorporated

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**FOR IMMEDIATE RELEASE**

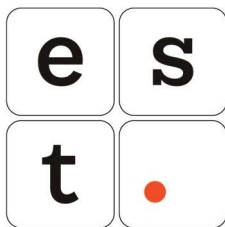
**ESTABLISHED.INC ANNOUNCES STRATEGIC JOINT VENTURE WITH ACI LICENSING  
TO EXPAND PORTFOLIO INTO PREMIUM LIFESTYLE SECTOR**

Joint Venture Acquires Ownership Stakes in Four Women's Lifestyle Brands

HOUSTON, TX –April 14, 2025 – established.inc, a premier global brand licensing company, announces the formation of a strategic joint venture with ACI Licensing to acquire and manage four prominent lifestyle brands. Under the terms of the agreement, Established.inc will hold a controlling 51% ownership stake in the joint venture, with ACI Licensing retaining 49%.

The transaction significantly expands established.inc's brand portfolio beyond its core electronics business, providing entry into the premium lifestyle sectors with four recognized brands spanning apparel, footwear, accessories, and home furnishings: Badgley Mischka, C&C California, Kay Unger and RACHEL Rachel Roy.

Hall O'Donnell, CEO of established.inc, commented that "this partnership signifies a key milestone in the evolution for established.inc, broadening our portfolio with a strategic move into the premium lifestyle space. By leveraging our expertise in brand revitalization alongside ACI Licensing's deep industry knowledge in lifestyle manufacturing and licensing, we are positioned to maximize the growth potential of these well-known brands."



[www.established.inc](http://www.established.inc)

TALISMAN BRANDS (Luxembourg) S.A.R.L.

R.C.S. Luxembourg: B277838

6B, Route de Trèves.

L-2633 Senningerberg,  
Luxembourg

VAT ID: LU 35046168

IBAN: LU58 7780 0000 1093 9014

SWIFT: BOFALULL

Management:

Michael Purcell

Frank Goergen

Claire Villeneuve

established.incorporated

Andy Cohan and Charles Mamiye of ACI added "we are excited to partner with established.inc for the next chapter of our company. This venture combines ACI's specialized lifestyle industry expertise with established.inc's proven track record in brand management and global licensing across multiple brands and product categories."

ACI will continue to oversee the day-to-day operations of the portfolio and maintain existing relationships with manufacturers and retailers.

### **Brand Portfolio Overview**

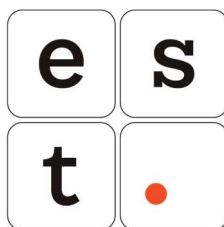
The joint venture has secured complete ownership of the Badgley Mischka, C&C California, and Kay Unger intellectual property, while acquiring a 71% stake in the RACHEL Rachel Roy brand.

**Badgley Mischka:** Founded in 1988 by Mark Badgley and James Mischka, this luxury label is recognized globally for sophisticated eveningwear, bridal collections, footwear, and accessories, available through premier luxury retailers. Mark Badgley and James Mischka will continue to oversee the design and manufacture of dresses, eveningwear, and apparel under the Badgley Mischka brand.

**C&C California:** Founded in 2002 by Cheryl Benedict and Claire Stansfield, this casual lifestyle brand offers comfortable, California-inspired apparel distributed through high-end and mid-tier department stores nationwide.

**Kay Unger:** Known for elegant occasion wear and versatile day-to-evening dresses, the Kay Unger brand serves professional women and social occasion markets with sophisticated, timeless designs across apparel, footwear, and accessories.

**RACHEL Rachel Roy:** Launched in 2004, this contemporary women's brand offers a diverse product range including sportswear, dresses, footwear, outerwear,



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accessories, and home furnishings, with founder Rachel Roy maintaining active involvement as a 29% stakeholder in the business.

"This transaction forms the foundation for our expansion into complementary consumer sectors beyond electronics," said Mike Purcell, CFO of established.inc.

"The operational continuity provided by Andy and Charlie's continued leadership ensures seamless integration while positioning us for greater potential in this new space."

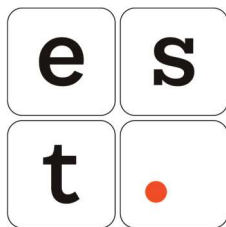
The partnership is supported by equity partners Crosstimbers Capital Group, Ares Management, and Morgan Stanley Investment Management, with debt financing provided by Huntington Bank. William Susman of Cascadia Capital served as financial advisor on the Badgley Mischka transaction.

Latham & Watkins served as legal counsel to established.inc, Sasson PLLC represented ACI Licensing, Winstead PC represented Huntington Bank, and Jackson Walker L.L.P. represented the joint venture on debt matters. Additional terms of the transaction were not disclosed.

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#### **About established.inc:**

established.inc is a premier brand licensing company, connecting heritage brands with leading manufacturers and retailers worldwide. The Company's portfolio includes 12 globally recognized brands, spanning consumer electronics, home appliances, smart homes, e-mobility, and green energy. Ranked #37 among global licensors and #1 in the pure electronics and appliances industry, established.inc's 100+ licensees generate over \$1 billion in annual retail turnover across the USA, Canada, Latin America, Europe, the Middle East, and Asia. For more information, please visit [www.established.inc](http://www.established.inc).



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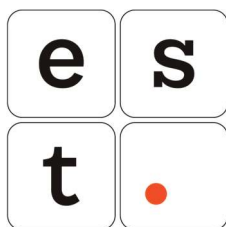
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**About ACI Licensing:**

ACI Licensing is a recognized leader in maximizing the long-term power of brands, designers, celebrities, personalities, & entertainment properties. A portfolio of 140+ License Agreements, generating retail sales in excess of \$2 billion per year.

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



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