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IKE BEHAR LICENSES TRAFALGAR  
FOR LEATHER ACCESSORIES

NEW YORK --- Already well known for luxurious men's furnishings and sportswear, Ike Behar is broadening the scope of his design sensibility with the signing of a new licensing agreement in the accessories category. The Trafalgar Leather Goods division of Randa Accessories will manufacture and market the Ike Behar collection of leather belts, business cases, personal travel accessories and small leather goods for men.

The first Ike Behar leather accessories collection will begin selling for fall 2009 delivery, scheduled to arrive in stores on April 25, 2009.

In keeping with Behar's philosophy of superb quality and unmatched craftsmanship, the accessories will be made from the finest Italian leathers and exotic crocodile and ostrich skins with retail prices opening at \$125 and ranging to more than \$1,000. A novel feature of the collection will be luxury, made-to-measure products that

will allow consumers to select from exclusive and unique skins and one-of-a-kind buckles.

From custom tailoring in pre-revolutionary Cuba to the globally distributed, multifaceted apparel business now based in Florida, for more than four decades, Ike Behar's commitment to exceptional workmanship and world-class quality has led to his products being sold at many of the world's most prestigious retailers.

"Ike Behar was founded by my father and mother 50 years ago as the premier American dress shirt brand," says Alan Behar, president of Ike Behar. "This new association with Trafalgar completes our evolution into the premier American dress furnishings brand."

In addition to producing sportswear and licensed jeanswear and boy's wear collections, Behar also has furnishings licensing agreements with Insignia Design Group for neckwear and Isaco for underwear, hosiery and loungewear.

"Randa is pleased to enter into this strategic alliance with Ike Behar," stated David J. Katz, Senior Vice President and Chief Marketing Officer of Randa Corporation. "The brand is in perfect alignment with our luxury goods strategy and is an important addition to our brand portfolio."

Randa Accessories is the leading manufacturer, distributor and marketer of lifestyle accessories including belts, wallets, small leather goods, neckwear, luggage, casual bags, business cases and gifts including luxury, licensed and private branded products.

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