

# BANJO & MATILDA AUSTRALIA

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## BANJO & MATILDA APPOINTS LEADING U.S. FASHION SALES AGENCY TO GROW DISTRIBUTION

### **Banjo & Matilda distribution is set to increase significantly aided by appointment of leading sales agency.**

Paddington, NSW Australia, June 19, 2014. Banjo & Matilda, Inc. (OTCQB:BANJ) (“Banjo & Matilda”), an emerging high growth Australian lifestyle brand announced today that it has appointed leading US based fashion sales agency HATCH to assist in selling the label to US and Canadian retailers. The appointment should significantly grow the number of US retail outlets the label is stocked in over the next 12 months and will help the company penetrate the Canadian market.

The number of retail outlet “doors” Banjo & Matilda is now stocked in has been increasing rapidly with more than 100 retail outlets now stocking the label including leading department and speciality stores such as Neiman Marcus, Net-a-porter, Harvey Nichols, ShopBop, Revolve, Stanley Korshaks, David Jones, Intermix and leading department and speciality stores in the US, UK, Europe, Middle East, Asia, and Australia.

“The appointment of a good US sales agency is critical early on when growing a brand in the US market. In addition to assisting with securing key major retailers, sales agency’s help drive distribution into the very large independent market. The appointment of HATCH will help us secure additional retail partners including major department stores and key independents. HATCH is well regarded, and represent a number of other iconic and highly successful brands such as James Perse, Soludos, and VPL among others. We look forward to working closely with the HATCH team to grow the business here in the United States.” said Ben Macpherson, CEO Banjo & Matilda.

“Hatch endeavors to find the most authentic and unique designers in contemporary fashion and we are delighted to welcome Banjo & Matilda to the Hatch family. We look forward to continued international success.” said Kay Sides, CEO HATCH, Inc.

### ABOUT BANJO & MATILDA

Banjo & Matilda, Inc., is an emerging high growth Australian lifestyle brand, best known as a designer, producer and marketer of premium contemporary woman’s knitwear. Inspired by the iconic Bondi Beach surroundings of its creative studios, Banjo & Matilda launched its first knitwear collection in 2008. Big on quality, small on pretence, and known globally for their fun statement sweaters and luxury cashmere basics, Banjo & Matilda is discreetly luxurious, yet able to capture the essence of beach culture in a range of apparel made with supreme quality and integrity. The brand has a rapidly growing loyal global following, is quickly being stocked in major and specialty retailers around the world, and is sold through its online store [www.banjoandmatilda.com](http://www.banjoandmatilda.com).

### FORWARD LOOKING STATEMENTS:

Certain matters discussed in this press release are 'forward-looking statements' intended to qualify for the safe harbor from liability established by the Private Securities Litigation Reform Act of 1995. In particular, the Company's statements regarding trends in the marketplace, growth in the number of stores that will carry its products, increases in



Banjo & Matilda sweater from upcoming Resort 2014/2015 collection

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its sales and financial results, are examples of forward-looking statements. Forward-looking statements are subject to numerous risks and uncertainties, including, but not limited to, economic trends and conditions, trends in the fashion and retail industries, the acceptance of new product designs, inherent discrepancy in actual results from estimates, projections and forecasts made by management and other factors not within the Company's control. The factors discussed herein and expressed from time to time in the Company's filings with the Securities and Exchange Commission could cause actual results and developments to be materially different from those expressed in or implied by forward looking statements made by the Company. The forward-looking statements contained herein are made only as of the date of this press release and the Company undertakes no obligation to publicly update such forward-looking statements to reflect subsequent events or circumstances.

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