



Press Contact: Thomas Onorato thomas@ow-ny.com
Max Wixom max@ow-ny.com
646.613.8733

Public Image Worldwide Announces Purchase of Men's Division of IMG Models

New York, NY (Oct 22, 2007) – Today, former CAA agent Kevin Iwashina announced that he and a group of private investors have acquired the Men's Division of IMG Models.

The new model management company will launch as Public Image Worldwide. Former IMG Men's Director Chris Forberg will operate the business day-to-day and assumes the same title. Forberg's longtime lieutenant, Kevin Apana, has been named Deputy Director of the organization.

Public Image Worldwide instantly becomes a fashion industry player in the Men's arena as it is anticipated that most of IMG Men's clients will join the new company. The current roster of clients includes such notable models as Tyson Ballou, Clement Chabernaud, Clint Mauro, Albert Reed, RJ, Jason Shaw and Aaron Ward. The company will have 6 full-time employees and will work out of the IMG Models' offices until the transition is complete over the next 30 days.

"I am excited to collaborate with Chris Forberg," says Iwashina. "I spent a decade at CAA learning from some of the best minds in talent representation. Now I have an opportunity to apply all of that knowledge and experience to enhance our Men's Board. My Hollywood relationships coupled with the expertise of Chris and his team positions Public Image Worldwide for growth beyond our existing business."

"We are excited to focus on our women's business while turning over our men's division to Public Image Worldwide," said IMG Model's SVP Ivan Bart. "Chris Forberg and Kevin Apana have been valuable members of the IMG Models family and we wish them the best of luck."

Prior to launching Public Image Worldwide, Iwashina worked in the Motion Picture Department at Creative Artists Agency. He was responsible for arranging the financing and distribution for the Academy Award winning "Crash" as well as mounting the financing for the recent Toronto entry, "Then She Found Me", directed by Helen Hunt. He also represented directing talent such as John Waters, David LaChapelle, Gabriele Muccino ("The Pursuit of Happyness") and Gil Kenan ("Monster House") as well as international acting talent including Monica Bellucci, Vincent Cassel and Emmanuelle Seigner. In addition, Iwashina advised companies such as Netflix and Killer Films on overall film and business strategy.

Director Chris Forberg brings 24 years of industry insight to the company. Known for his keen eye and savvy business acumen, Forberg's successful career at DNA Men's board and then 10 years at IMG's Men's Division, has led him to work with top models such as Tony Ward, John Pearson, Boyd Holbrook and actors Andreas Wilson and Taylor Kitsch.

Deputy Director Kevin Apana started in Men's in 1998, discovering Tyson Ballou at his first year with the IMG Men's Modeling Division. He continues to find the best fresh faces in the industry, and represents models who are consistently featured on Models.com Top 50 list.

Kevin Iwashina led the negotiation with Douglas Hand and Robert Scott of the media and entertainment law firm Hand Baldachin & Amburgey LLP on behalf of the investor group.

###