



PRESS RELEASE

Beverly Hills High School, The Brand : Forget bake sales. Boosters of crumbling Beverly Hills High think they've found a better way help the school.

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The world's most famous high school is willing to sell itself for a little extra credit.

Plagued by aging facilities and competition from elite private schools, the school board in Los Angeles' most exclusive neighborhood wants to license Beverly Hills High School on apparel, cosmetics and accessories. Backers hope to capitalize on the school's famous alumni--among them Nicolas Cage, [Angelina Jolie](#) and Richard Dreyfuss--and the revival of television's *90210*, the teen drama that made the school famous in the 1990s.

"I always thought this brand was so unique," says Steven Fenton, a Hollywood talent manager who won a seat on the school board in 2007 after promising to pump up fund-raising.

Beverly Hills' population has aged, says Fenton, and fewer residents have school-aged children. That's left the 5,300-student district short on community support and unable to raise taxes. Thousands of students from the rest of LA County still vie for scarce slots in Beverly Hills as a means to escape violence-plagued LA Unified School District, the nation's second-largest.

Fenton says the merchandising idea dates back to the original *Beverly Hills, 90210*, which ran from 1990 to 2000 on Fox and followed a coterie of wealthy teens at the fictional West Beverly High. The show made the ZIP code synonymous with luxury and privilege, but the school district declined to capitalize on the publicity.

A new 90210 show began airing last year on the CW network. The district has no deal with the show's producers.

Under a licensing agreement the school would probably receive 60% to 70% of the royalties from a retailer or manufacturer, which would be a cut of sales. Creative Brands Group, the consultant the

district wants to hire, would get the rest in return for negotiating deals and ensuring the brand is used wisely.

"There's probably not many high schools that could really develop an international appeal," said Ken Raasch, chief executive of Creative Brands, which licenses Heidi Klum and *Life* magazine.

The BHHS logo will probably appear on kids' apparel and home décor in the U.S. The real money, says Raasch, is in Asia where adults snap up clothing lines such as Camp Beverly Hills and Beverly Hills Polo Club. Neither institution actually exists, he adds, which gives the high school an advantage over them. A licensing deal could bring the school district between \$500,000 and several million a year if Hollywood stars get involved. The district's budget runs about \$50 million a year.

"Ultimately, Beverly Hills High School represents an aspirational lifestyle for people," says Raasch. "Sunny days and palm trees, wide lawns and boulevards: the comfortable life a lot of people are hoping to have some day."

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