

Thursday May 22<sup>nd</sup> will see the early morning arrival at the Marketplace Stadium 10 movie theater in Manteca of the 175-strong Indiana Jones hat-wearing workforce of Stockton-based Indy-licensee Dorfman Pacific. They'll be there for a pre-release screening (preceded by a hat-enhanced group photo) of the new and long-awaited IJ movie – *Indiana Jones and the Crystal Skull* – and to celebrate their company's long and fruitful association with the Indiana Jones franchise.

### **STOCKTON-BASED INDIANA JONES HAT-LICENSEE DORFMAN PACIFIC CELEBRATES NEW INDY MOVIE WITH ALL-WORKFORCE PRE-RELEASE SCREENING**

(Stockton, CA/New York, NY) On the morning of Thursday May 22<sup>nd</sup>, 175 people will arrive at Marketplace Stadium 10 in Manteca for a privileged pre-release showing of the hottest movie of the summer, *Indiana Jones and the Kingdom of the Crystal Skull*.

These are not lucky winners of some random sweepstake, nor have they handed over a movie-star's ransom for the tickets—they are the workforce of a company that, as the official licensee of Indiana Jones headgear since the beginning of the franchise, has been intricately bound up with the Indy experience from the start.

"Being the licensee for Indiana Jones and other Spielberg Lucas properties is something of which everybody at Dorfman Pacific is intensely proud," says Doug Highsmith, Chairman and CEO of the Stockton CA based company. "We have 16 different Indiana Jones hats and caps in our line up, and they've always been strong sellers. After 18 years of Indy deprivation, the arrival of *The Kingdom of the Lost Skull* is a big thing for us, and we wanted to celebrate it in appropriate style."

The Dorfman Pacific facility in Stockton will be closed for the morning on the 22<sup>nd</sup>, and the entire staff will arrive at the theater at 9:30 a.m. wearing 175 Indiana Jones hats and T-shirts. The morning will begin with a group photograph, after which they will enjoy a special early screening of the movie prior to its full release that afternoon.

"All of us at Dorfman Pacific feel that we are an intrinsic part of the Indiana Jones experience," says Highsmith. "We make the hats, and the hats are a central part of the character. This seemed to be the ideal way to mark that and to kick off what promises to be a very busy summer and fall of Indiana Jones hat sales."

Dorfman Pacific, founded in 1921, has grown to become one of the largest full-line in-stock headwear companies in the world. Operating from its 275,000 square foot facility in Stockton, it has showrooms throughout the USA, and customers worldwide for its men's, women's and children's headwear, bags and accessories. In addition to Indiana Jones, which has 16 styles including the Indy signature hat, at prices ranging from \$30 to \$150, Dorfman Pacific brands include Scala Classico, Scala Pronto, Scala Collezione, Callanan Resort, Millinery and Legacy, Stacy Adams, Toby Keith Western Hats, Christys', Christy's Crown, Tropical Trends, DPC Global Trends, Headers, Scala Pro Golf and Equator. Its Milano division features Larry Mahan and Justin Authentic Headgear.