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## **Centric Brands Inc. Appoints Pamela Gill Alabaster Chief Marketing Officer**

NEW YORK--(BUSINESS WIRE)-- Centric Brands Inc. (NASDAQ:CTRC), a leading lifestyle brands collective, announces the appointment of Pamela Gill Alabaster as Chief Marketing Officer, reporting to Mr. Jason Rabin, Chief Executive Officer.

As a member of the executive leadership team, Ms. Alabaster will oversee the corporate marketing and communications functions. In this role, Ms. Alabaster will be responsible for shaping and enhancing the Company's reputation with key stakeholders and supporting the marketing of its portfolio of licensed and wholly-owned fashion brands.

"As we establish awareness of Centric Brands as an innovative industry leader with an unparalleled portfolio of iconic, admired apparel and accessories brands, recognized for its exceptional know-how in creative design, product development and marketing, we are delighted to have Pam on board to lead our strategic marketing and communications initiatives," stated Mr. Rabin. "Pam's experience, insight, creativity, and proven ability as a consumer and corporate brand builder, will be central to this newly established role, and I am delighted to welcome her to Centric Brands."

Ms. Alabaster has more than 25 years of experience building world-class consumer brands. She has served in executive leadership positions in brand marketing, corporate communications, public affairs and corporate responsibility/CSR at Revlon, The Estée Lauder Companies, L'Oréal and Philip Morris.

Ms. Alabaster earned a BA in Journalism from Pepperdine University, an MBA in Marketing from New York University Stern School of Business and an MS in Sustainability Management from Columbia University. Recognized by *TriplePundit* and *Forbes* as among the Top Women in Sustainability/CSR, Ms. Alabaster has spent the past decade of her career helping organizations and brands chart a course for sustainable growth.

### **About Centric Brands**

Centric Brands Inc. (the "Company") is a leading lifestyle brand collective that designs, sources, markets and sells high quality products in the kids, men's and women's apparel, accessories, beauty and entertainment segments. The Company's portfolio includes more than 100 iconic licensed brands, including Calvin Klein®, Tommy Hilfiger®, Nautica®, Spyder® and Under Armour®, in the kid's category, Joe's Jeans® Buffalo® Hervé Léger®

and BCBG in the men's and women's apparel category, Kate Spade®, Michael Kors®, All Saints®, Frye®, Timberland®, Kenneth Cole®, and Jessica Simpson® in the accessories category, and in the entertainment category, Disney®, Marvel®, Nickelodeon and Warner Brothers®, among many others. The Company's owned brands include Hudson®, Robert Graham®, Swims® and Avirex®. The Company's products are sold primarily in North America through leading mass market retailers, specialty and department stores, and online. Centric Brands has unparalleled expertise in product design, development and sourcing, retail and digital commerce, marketing and brand building. Headquartered in New York City, with offices in Los Angeles, Greensboro, N.C., Toronto, and Montreal. More information about Centric Brands please visit <https://www.centricbrands.com>.

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