



FOR IMMEDIATE RELEASE:

RON JON SURF SHOP TO HOST 44th ANNUAL EASTER SURF FESTIVAL

Festival features four days of events, including professional and amateur surf competitions, autograph signings, music, entertainment and much more

COCOA BEACH, Fla. – February 28, 2008 – More than 300 professional and amateur male and female surfers of all ages are scheduled to compete in the Ron Jon Surf Shop 44th Annual Easter Surf Festival, scheduled from Thurs., March 20 to Sun., March 23 in Cocoa Beach. Competing surfers will travel from around the globe to participate in the annual contest, which is recognized as one of the largest, oldest and most diverse surfing events on the east coast of the United States.

Surfers will vie for championship titles and more than \$20,000 in cash and prizes during four days of events taking place at Shepard Park (March 20-23) and the Cocoa Beach Pier (March 21-23). Featured surfing events at the festival include the \$10,000 Ron Jon Surf Shop Men's Longboard Pro, the Lost \$3,500 Junior Men's Shortboard Pro/Am, the Lost Energy Drink \$5,000 Men's Shortboard Pro/Am, the Wet N' Wild Women's \$1,000 Shortboard competition, the Banana Boat \$1,500 Junior Men's Longboard contest and the Ron Jon Surf Shop \$1,000 Women's Longboard Pro/Am.

"We are pleased to present the Easter Surf Fest again this year," said Heather Lewis, Ron Jon's director of marketing. "The Ron Jon Easter Surf Fest is a great opportunity for spectators to watch an exciting competition and meet some of the world's best surfers. Local and regional surf fans and families look forward to this event year after year."

In addition to marking the beginning of the beach season for locals, the annual Ron Jon Surf Shop Easter Surf Festival provides endless entertainment for the thousands of visitors who attend each year. Free activities offered to the public include a "surf off" for newcomers who sign up for the Ron Jon Surf School clinic, autograph signings with top surfers on the beach and at Ron Jon Surf Shop, as well as interactive displays and free giveaways from sponsors. Plenty of parking and on-site

-more-

PAGE 2/RON JON SURF SHOP TO HOST 44th ANNUAL EASTER SURF FESTIVAL

concessions are also made available to spectators.

For a complete schedule of Ron Jon Surf Shop 44th Annual Easter Surf Fest events, visit www.EasterSurfFest.com or the Ron Jon Surf Shop in Cocoa Beach, located at 4151 N. Atlantic Ave.

ABOUT THE EASTER SURF FESTIVAL

Entering its 44th consecutive year, the driving force behind the Ron Jon Surf Shop Easter Surf Festival continues to be culture, tradition and history. Over the years, the festival has continually brought world-class surfers and the community together for a weekend of top-notch surf competitions and youth-focused events along the world-famous Cocoa Beach. This year, the Ron Jon Surf Shop 44th Annual Easter Surf Festival will take place from March 20-March 23 at Shepard Park and March 21-March 23 at the Cocoa Beach Pier.

ABOUT RON JON SURF SHOP

Ron Jon Surf Shop was founded in 1961 when surfing enthusiast Ron DiMenna began selling surfboards at his tiny oceanside shop in Long Beach Island, N.J. The lifestyle-apparel and board-sports-equipment retailer has since opened stores in Cocoa Beach, Ft. Lauderdale, Orlando, Ft. Myers, Key West and Panama City Beach, Fla., as well as in Orange, Calif. and Myrtle Beach, S.C. The flagship store in Cocoa Beach is the world's largest surf shop. It operates 24 hours a day, 365 days a year.

The company has established several licensing agreements and extensions of the Ron Jon brand, resulting in Ron Jon Surf Shop store locations in Orlando, Tampa and Miami (Fla.) International airports, Newark International Airport, Cozumel, Mexico and three stores in Canada, as well as the surf-themed Ron Jon Cape Caribe Resort in Cape Canaveral, Fla., Ron Jon bottled water and the Ron Jon Surf School by Craig Carroll in Cocoa Beach. For more information about Ron Jon Surf Shop and the Ron Jon brand, visit www.ronjons.com.

###

For more information, contact:

John Griffin, Easter Surf Fest organizer, 321-799-0493

Richard Catri, Easter Surf Fest organizer, 321-863-7910