



NEWS

FOR IMMEDIATE RELEASE

RON JON SURF SHOP TO GIVE AWAY CUSTOM PAINTED SURFBOARDS DURING "...LOST IN FLORIDA" TOUR

Artist Sean Spoto showcases painting skills in Orlando, Cocoa Beach, Ft. Lauderdale and Ft. Myers

COCOA BEACH, Fla., December 7, 2009 – For the 10th consecutive year, Sean Spoto, creative artist for international surf equipment company ...LOST Enterprises, will demonstrate his talent and painting skill on ...Lost surfboards at Ron Jon Surf Shops throughout Florida.

During the "...LOST in Florida" tour, Spoto will paint unique artwork on surfboards at four Ron Jon Surf Shop locations – Orlando on Saturday, December 26 (5160 International Drive); the flagship Ron Jon Surf Shop in Cocoa Beach on Sunday, December 27 (4151 N. Atlantic Avenue); Ft. Lauderdale on Monday, December 28 (2610 Sawgrass Mills Circle); and Ft. Myers on Tuesday, December 29 (10045 Gulf Center Drive). The public is invited to watch Spoto demonstrate his craft as he paints one surfboard at each location. The events will take place from 12 p.m. to 4 p.m. and are free to the public.

In addition to seeing the surfboard painted before their eyes and receiving free giveaways courtesy of ...LOST, attendees can enter to win the one-of-a-kind custom-painted surfboard the day of the event (entrant must be present to win).

"This annual surfboard painting event with ...Lost and Sean Spoto has been going strong for nine years, and we are looking forward to the tenth anniversary of such a talented artist painting at our stores," said Heather Lewis, Ron Jon's director of marketing. "The best part of each event is that one lucky person in the crowd takes home the freshly painted surfboard."

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Ron Jon Surf Shop Orlando

Saturday, December 26
12 p.m. - 4 p.m.
5160 International Drive

Ron Jon Surf Shop Cocoa Beach

Sunday, December 27
12 p.m. - 4 p.m.
4151 N. Atlantic Ave.

Ron Jon Surf Shop Ft. Lauderdale

Monday, December 28
12 p.m. - 4 p.m.
2610 Sawgrass Mills Circle

Ron Jon Surf Shop Ft. Myers

Tuesday, December 29
12 p.m. - 4 p.m.
10045 Gulf Center Drive

About Ron Jon Surf Shop

Ron Jon Surf Shop is celebrating its 50th Anniversary. Ron Jon Surf Shop was founded in 1959 by surfing enthusiast Ron DiMenna. Two years later, he opened a 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, Panama City Beach, Fla., as well as in 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.

For more information about Ron Jon Surf Shop and the Ron Jon brand, visit www.ronjons.com.

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