



NEWS

FOR IMMEDIATE RELEASE

50 DAYS OF RON JON: CONTEST FOR FREE SURF SHOP GIFT CARDS

COCOA BEACH, Fla. -- November 11, 2009 -- Ron Jon Surf Shop is launching “50 Days of Ron Jon” - a Twitter based contest designed to promote the world famous surf shop while giving fans 50 daily chances at winning Ron Jon gift cards.

Beginning November 12 through December 31, the 50 Days of Ron Jon contest invites fans to follow Ron Jon Surf Shop on Twitter (twitter.com/ronjons) and win prizes by including the #RonJons hashtag in their tweets. For each day of the contest, of those tweeting #RonJons that day, one winner will be randomly selected to receive a \$25 Ron Jon gift card to use at any Ron Jon store location or the ronjons.com online store. On December 31, one grand prize winner will be chosen from all entries received throughout the 50 day contest to receive a \$1,000 Ron Jon gift card.

“50 Days of Ron Jon is another fun and interactive way of engaging our fans and surf enthusiasts during this, our company’s 50th anniversary,” commented Heather Lewis, director of marketing at Ron Jon Surf Shop. “Like many businesses, social media has become an integral part of our marketing efforts to keep our brand in front of our target audiences and to engage them through the sources they themselves are utilizing every day.”

All you surfers, skaters, beachgoers, bodyboarders, skimboarders and Ron Jon fans have 50 days to try your luck! Tweet #RonJons on Twitter daily to enter for a chance to win. Full details and contest rules are posted at ronjons.com.

####

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.



NEWS

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, contact:

Heather Lewis, Ron Jon Surf Shop, (321) 799-8880, heatherl@rjss.com

Arlene Wright, Chisano Marketing Group, (407) 788-7070, awright@chisano.com