



NEWS

MEDIA ALERT

BILLABONG TO HOST WEE MAN AUTOGRAPH SIGNING

Ron Jon Surf Shop to host Jackass celebrity autograph signing in Cocoa Beach, FL

- WHEN:** Monday, July 4 from 12 – 2 p.m.
- WHERE:** Ron Jon Surf Shop “One of a Kind”
4151 N. Atlantic Ave
Cocoa Beach, FL 32931
- WHAT:** Billabong is bringing *Jackass* celebrity, Wee Man, to Ron Jon Surf Shop in Cocoa Beach. Guests will meet Wee Man and get free autographed posters when they come by as part of their July 4th celebrations.

Billabong Wee Man 2011 Tour Stop in Cocoa Beach, FL:

Monday, July 4

- Ron Jon Surf Shop Wee Man Autograph Signing 12 - 2 p.m.
- Beach Day at Coconuts on the Beach following Ron Jon signing
- Video Premier at Slow N’ Low BarBQ 7p.m.

VISUALS: *Jackass* celebrity, Wee Man, signing autographs in-store.

WEBSITE: <http://www.billabong.com/us/>

ABOUT BILLABONG:

Billabong is an international company specializing in surf wear and surf accessories. The core of their brand is the marketing, distribution, and retailing of apparel, accessories, eyewear, wetsuits and hardgoods in the boardsports sector under the Billabong, Element, Von Zipper, Honolua Surf Company, Kustom, Palmers Surf, Nixon, Xcel, Tigerlily, Sector 9, DaKine and RVCA brands. Billabong also hosts



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several professional surf competitions including Billabong Pipe Masters, Billabong Pro Tahiti, and Billabong Pro Rio.

ABOUT WEE MAN:

Jason Acuña, also known as Wee Man, was made famous for his appearances on MTV's *Jackass* series and movies among other television appearances. He is currently a professional skateboarder and the host of NESN's skateboarding show, *54321*, and the owner of Chronic Tacos restaurant in Redondo Beach, California.

ABOUT RON JON: 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, contact:

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