



**FOR IMMEDIATE RELEASE**

## **RON JON SURF SHOP OPENS STORE ON GRAND TURK ISLAND**

*Ron Jon store on Grand Turk marks beach-lifestyle retailer's second venture in the Caribbean market in less than four years*

**COCOA BEACH, Fla. – March 25, 2008** – Ron Jon Surf Shop has further expanded the brand's presence in the Caribbean market with a newly opened store on the Island of Grand Turk, Turks & Caicos Islands, BWI. The Grand Turk store, operated under a licensing agreement with A&G Grand Turk Ltd, opened in February and marks Ron Jon Surf Shop's second venture in the Caribbean, following a licensed store in Cozumel, Mexico which opened less than four years ago.

"We are thrilled to partner with A&G Grand Turk Ltd. to further extend the one-of-a-kind Ron Jon brand in the Caribbean," said Debbie Harvey, Ron Jon Surf Shop's president. "As the popularity of cruise vacations has grown each year among leisure travelers, we are looking forward to reaching new cruise-line passengers not yet familiar with Ron Jon Surf Shop, as well as providing an additional locale for brand enthusiasts to frequent when they are traveling in the Caribbean."

The one-level, 2,900-square-foot store, which sells beach- and surf-inspired clothing, accessories, souvenirs and other Ron Jon merchandise, is located in Building 3 of the beachfront Grand Turk Cruise Center. The new store will employ 14 full-time employees and will open whenever a cruise ship is in port.

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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](http://www.ronjons.com).

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**For more information, contact:**

Heather Lewis, Ron Jon Surf Shop, (321) 799-8880, [heatherl@rjss.com](mailto:heatherl@rjss.com)  
Carla Parks, Gilbert Manjura Marketing, (407) 261-5716, [cparks@gilbertmanjura.com](mailto:cparks@gilbertmanjura.com)