



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., November 24, 2008 -- Sean Spoto, creative artist for international surf equipment company ...LOST Enterprises, will demonstrate his skills at creating distinctive, custom-painted surfboards during Ron Jon Surf Shop's 9th Annual "...LOST in Florida" tour.

During the "...LOST in Florida" tour, Spoto will paint his unique, popular surfboards at four Ron Jon Surf Shop locations – Orlando on Friday, December 26 (5160 International Drive), the flagship Ron Jon Surf Shop in Cocoa Beach on Saturday, December 27 (4151 N. Atlantic Avenue), Ft. Lauderdale on Sunday, December 28 (2610 Sawgrass Mills Circle) and Ft. Myers on Monday, December 29 (10045 Gulf Center Drive). The public is invited to watch Spoto demonstrate his art 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).

"We're happy to have Sean Spoto demonstrate his artistic talent at Ron Jon Surf Shop for the ninth consecutive year" said Heather Lewis, Ron Jon's director of marketing. "His live surfboard paintings always draw a crowd within our stores and what's more exciting is that one of the spectators will win the board."

Ron Jon Surf Shop Orlando

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

Ron Jon Surf Shop Cocoa Beach

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

Ron Jon Surf Shop Ft. Lauderdale

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

Ron Jon Surf Shop Ft. Myers

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

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About Ron Jon Surf Shop

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 and Panama City Beach, Fla., 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.

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

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