



NEWS

MEDIA ALERT

O'NEILL TO HOST AUTOGRAPH SIGNING

*Alek Parker and Nils Schwiezer will be signing autographs while
DJ J5 of Kulcha Shok Muzik from Skullcandy performs*

WHEN: Sunday, October 17th from 2 p.m. - 4 p.m.

WHERE: Ron Jon Surf Shop
2610 Sawgrass Mills Circle
Surnise, FL 33323

WHAT: As part of Sawgrass Mills Mall's 20th Anniversary Celebration, O'Neill surf team riders Alek Parker and Nils Schweizer will sign autographs while DJ J5 of Kulcha Shok Muzik from Skullcandy performs at Ron Jon Surf Shop. O'Neill is providing a Pachinko game where guests can win stickers and other prizes. A Skullcandy listening station will be on-site for guests to test headphones and special discounts offers on Skullcandy products will be available for use that day only.

VISUALS: Autograph signing, DJ booth, listening station, and Pachinko game.

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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