



FOR IMMEDIATE RELEASE:

**RON JON SURF SHOP TO OPEN
PANAMA CITY BEACH STORE FEB. 22**

Store to be Ron Jon's sixth shop in Florida, ninth nationwide

PANAMA CITY BEACH, Fla. – February 18, 2008 – After four months of construction, the one-of-a-kind Ron Jon Surf Shop (www.RonJons.com) is ready to open the doors of its Panama City Beach store on Fri., Feb. 22. With its opening, Ron Jon Surf Shop will be one of the first stores to begin business in the boardwalk section of the highly anticipated Pier Park, a 1.1 million square foot outdoor retail center. The store's grand opening will be marked with a ribbon cutting at 11 a.m. on Fri., Feb. 22 featuring Ron Jon Surf Shop executives and members of the Panama City Beach Chamber of Commerce.

The single-level, 12,000 square foot surf emporium, which exudes an island feel with wooden floors and themed beach huts, is Ron Jon's first store in the Florida panhandle and is located directly across the street from one of the world's most beautiful beaches. Like Ron Jon's eight other company-owned and -operated stores across the country, the store will sell the latest surf and swim apparel, brand-name casual clothing, surfboards and beach accessories.

"We are excited to bring Ron Jon's one-of-a-kind beach culture to this world famous beach destination," said Ed Moriarty, Ron Jon Surf Shop's president. "We're confident area residents and visitors will enjoy the wide assortment of apparel and merchandise offered at Ron Jon Surf Shop."

The store will employ approximately 25 people from the local community and will be open Monday through Saturday from 9 a.m. to 9 p.m. and Sunday from 10 a.m. to 6 p.m.

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

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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.

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For more information, contact:

Heather Lewis, Ron Jon Surf Shop, (321) 799-8880, heatherl@rjss.com
Jennifer Kron, Gilbert Manjura Marketing, (407) 261-0121, jkron@gilbertmanjura.com