



FOR IMMEDIATE RELEASE

**PAC SUN'S BATTLE OF THE BRANDS TO GO OFF DURING 2008
U.S. OPEN OF SURFING IN HUNTINGTON BEACH**

*Leading Surf Industry Brands and Media to Square Off for Bragging Rights in
Tag-Team Format*

San Juan Capistrano, CA – July 14, 2008 – Surfing America, the National Governing Body for Surfing in the USA, is excited to announce the second annual PacSun's Battle of the Brands -- a unique event in which competing industry brands will let their surfing ability settle all differences. PacSun's Battle of the Brands is a tag-team format event, which pits eight, four-person teams consisting of two professionals, a woman and a grom under the age of 18. The only brands invited to compete are the USA Surf Team's Official Sponsors.

The high-profile event featuring top international athletes will take place at the U.S. Open of Surfing Surf Stadium on the southside of the Huntington Beach Pier, this Friday, July 18th at 1 pm.

Aside from bragging rights, the winning brand will get a window display in every PacSun store nationwide during the Spring of 2009. This event is Surfing America's way of giving back to PacSun and all the brands that have supported the organization over the years.

A separate division will be held for the media sponsors of the USA Surf Team, in which four employees from Surfer, Surfing, Transworld SURF, Surfline and Fuel TV will be competing for a \$10,000 ad buy from PacSun – the USA Surf Team's title sponsor.

"We are so pleased that the industry has rallied around the development of Surfing America and the USA Surf Team program--and this event is a celebration

of that unity," said Surfing America Executive Director Mike Gerard. "Support from SIMA, the industry's top brands, and PacSun create the perfect storm that benefits everyone involved in growing the sport. Surfing America is an industry-wide initiative committed to funneling the best youth surfing talent in the United States upward--and inspiring future world champions. And we're honored to have the opportunity to present this event in support of our industry partners."

Based on the following rosters, it's apparent that each brand is gunning for the win. Here's the lineup of talent:

Billabong

Sterling Spencer
Cory Arrambide
Kolohe Andino (USA Surf Team Member)
Courtney Conlogue (USA Surf Team Member)

Hurley

Brett Simpson
Yadin Nicol
Evan Geiselman (USA Surf Team Member)
Dazie Goodwin

...Lost

Mason Ho
Shea Lopez
Riley Metcalf
Leilani Gryde

O'Neill (2007 Champions)

Cory Lopez
Pat Guduaskas
Nat Young (USA Surf Team Member)
Malia Manuel

Quiksilver

Julian Wilson
Dylan Graves
Tyler Newton
Sally Fitzgibbons

Rip Curl

Austin Smith-Ford
Kyle Ramey
Alex Smith
Amy Nicholl (USA Surf Team Member)

Media teams include:

Surfing (2007 Champions)

Travis Ferre
Marty Thomas
Scott Chenoweth
Jimmy Wilson

Surflines

Marc Beaty
Jon Warren
Robin Walker
Kevin Wallis

Transworld Surf

Justin Cote
Chris Cote
Aaron Checkwood
Casey Koteen

Surfer

Rick Irons
Grant Ellis
Brendon Thomas
Chris Mauro

Fuel TV

Matt Beacham
Shannon Waller
John Stouffer
Eric Locko

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About Surfing America, Inc.

Surfing America is the ISA-recognized National Governing Body for Surfing in the United States. The International Surfing Association (ISA) is recognized by the

International Olympic Committee (IOC) as the World Governing Authority for Surfing, Bodyboarding, and Surfing

Surfing America is the IRS recognized 501(c) 3 charitable organization responsible for selecting and fielding the official USA Surf Team. All donations made to Surfing America are tax deductible to the fullest extent allowed by the law. Donation checks should be made payable to: Surfing America, 33157 Camino Capistrano Suite B San Juan Capistrano, CA 92675. End of year tax receipts are sent to every individual donor of more than \$250. For donations under \$250, a cancelled check or credit card statement is sufficient evidence for IRS purposes. Surfing America will send a tax receipt to any donor who requests one.

Surfing America Mission Statement

The Mission of Surfing America is to promote the growth, competitive success, and positive image of surfing in the USA and to provide the best possible experience for all participants by encouraging, developing, advancing, and administrating the sport--while producing champions.



JOIN SURFING AMERICA TODAY AND SUPPORT THE FUTURE OF AMERICAN SURFING!

2008 Surfing America Member Benefits include:

One year subscriptions to: Surfer, Surfing, TransWorldSURF and Water. Plus a Premium Surfline Membership, a Premium Sponsorhouse account on the Loop'd Network, a \$10 PacSun Gift Card, a Surfing America DVD, a Membership Card, stickers, and Email Newsletters. **All for only \$39!**

[Click here to JOIN NOW!](#)



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