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O'NEILL REPEATS AT PACSUN'S SECOND ANNUAL BATTLE OF THE BRANDS

Transworld Surf upsets Surfing Magazine in media division

San Juan Capistrano, Calif. – June 21, 2008 – Surfing America, the National Governing Body for the sport of surfing in the United States, is pleased to announce the results of the second annual PacSun's Battle of the Brands. This unique event kicked off Go211 Live at the Honda U.S. Open Surfing Stadium on the south side of the Huntington Beach Pier in two-to-three-foot southern hemisphere surf.

Team O'Neill, consisting of Pat Gudauskas, Tanner Gudauskas, Malia Manuel and Nat Young, took down the six-team field at the event, which benefited the PacSun USA Surf Team. Since many top pros were in town for the Go211 Live featuring the Honda U.S. Open of Surfing presented by O'Neill, this specialty event was chock full of talent from Billabong, Rip Curl, Hurley, ...Lost, O'Neill, and Quiksilver.

Each team consisted of two pros, a woman and a grom who put on their gloves in a tag-team format. There was also a specialty media division consisting of employees from Surflife, Surfer, Surfing, Transworld Surf, and Fuel TV. At the end of the fun-filled day, O'Neill and Transworld Surf walked away with some serious bragging rights that likely won't be challenged until next year.

For their win, O'Neill gets a weekend window take-over in PacSun's stores across America in Spring 2009. Transworld Surf will get a \$10,000 ad buy from PacSun.

"It was the second year and this event has become everything we hoped it would be," said Surfing America Executive Director Mike Gerard. "While the surf brands are highly competitive in their business, the group, collectively, is a tribe of its own. Seeing everyone come together and 'battle' in support of the USA Surf Team is symbolic of what this initiative is all about."

FINAL RESULTS:

Brands:

- 1 – O’Neill (Pat Gudauskas, Tanner Gudauskas, Malia Manuel, Nat Young)
- 2 – Quiksilver (Julian Wilson, Tyler Newton, Sally Fitzgibbons, Kiron Jabour)
- 3 – Hurley (Brett Simpson, Yadin Nicol, Daise Shayne, Evan Geiselman)
- 4 - ...Lost (Mason Ho, James Wood, Leilani Gryde, Riley Metcalf)

Media:

- 1 – Transworld Surf
- 2 – Surfing
- 3 – Fuel TV
- 4 – Surfline
- 5 – Surfer

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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.

