



**THE FCS MANUFACTURER'S CUP WILL DEBUT ON SATURDAY, NOVEMBER 14<sup>TH</sup> IN HUNTINGTON BEACH, CA DURING THE JIM BEAM SURFTAG U.S. SERIES CHAMPIONSHIPS**

LOS ANGELES – NOVEMBER 6, 2009 – The best board manufacturers will be putting together their own 4 man teams to compete for the \$2,000 winner take all prize in the FCS Manufacturer's Cup, November 14 at the Jim Beam SurfTag Finals in Huntington Beach, CA.

Each manufacturer's team will consist of two employees and two pros. Lost, Chemistry, Fire Wire and five other board manufacturers are assembling teams for the first FCS Manufacturer's Cup.

The FCS Manufacturer's Cup will have the same format as the Jim Beam SurfTag U.S. Series and will consist of (2) 45 minute rounds and (1) 45 minute final. The top two teams from each heat will advance to the finals.

In relay style, each surfer is to catch 3 waves and return to the tag area. Every surfer's second wave will be worth double points, which is appropriately called their "Powerwave."

Bonus points are rewarded to each team that returns back to the beach, having all four surfers completing their three waves.

1<sup>st</sup> Team Home = 4 points

2<sup>nd</sup> Team Home = 3 points

3<sup>rd</sup> Team Home = 2 points

4<sup>th</sup> Team Home = 1 point

Please visit [www.surflife.com/jimbeamsurftag](http://www.surflife.com/jimbeamsurftag) or [www.Jimbeamsurftag.com](http://www.Jimbeamsurftag.com) for all the latest updates and news

**The 2009 Jim Beam SurfTag U.S. Series produced by IMG and is proudly supported by FCS, Reef and Surflife**

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## **About IMG Sports & Entertainment**

Operating in 30 countries, IMG Sports & Entertainment's diverse businesses include: product and brand licensing; consulting services; event ownership and management; collegiate marketing, media and licensing; fashion events and models representation; golf course design; and client representation in golf, tennis, broadcasting, speakers, European football, rugby, cricket, motor sports, coaching, Olympic and action sports. IMG Academies are the world's largest, multi-sport training and educational facilities, delivering world-class training experiences to more than 12,000 junior, collegiate, adult, and professional athletes each year. More information is available at [www.imgworld.com](http://www.imgworld.com).

## **About Jim Beam**

Inspiring conversations around the world, Beam Global Spirits & Wine, Inc., is building brands people *want* to talk about. Consumers from all corners of the globe call for our brands, including Jim Beam® Bourbon, Sauza® Tequila, Canadian Club® Whisky, Courvoisier® Cognac, Maker's Mark® Bourbon, Laphroaig® Scotch Whisky, Larios® Gin, Whisky DYC®, Teacher's® Scotch Whisky, DeKuyper® Cordials and Liqueurs, Knob Creek® Bourbon and Starbucks™ Liqueurs. Beam Global Spirits & Wine is part of Fortune Brands, Inc. (NYSE:FO), a leading consumer brands company with annual sales exceeding \$8 billion. For more information on Beam Global Spirits & Wine, its brands, and its commitment to social responsibility, please visit [www.beamglobal.com](http://www.beamglobal.com) and [www.drinks mart.com](http://www.drinks mart.com).

## **About Global Surftag**

The Jim Beam Surftag is Australia's premier team surfing series with World Tour surfers Mick Fanning (Kirra), Joel Parkinson (Snapper Rocks) and Taj Burrow (Yallingup) representing their local boardriding clubs. The Jim Beam Surftag provides a national competition for boardriding clubs to compete against each other and to determine Australia's No.1 club. The Jim Beam Surftag is run under the popular tag team format with each club represented by five surfers. In relay style each surfer catches three waves and then returns to the beach to tag their team's next surfer. [www.globalsurftag.com](http://www.globalsurftag.com)

Contact:

IMG

Chris Conrad

(424) 653-1900

[Chris.conrad@imgworld.com](mailto:Chris.conrad@imgworld.com)

Jim Beam

Paige Guzman

(847) 691-9183

[Paige.Guzman@BeamGlobal.com](mailto:Paige.Guzman@BeamGlobal.com)

Global Surftag

Steve Harrison

[steve@globalsurftag.com](mailto:steve@globalsurftag.com)



**HUNTINGTON BEACH CHAMPIONSHIP EVENT SCHEDULE**

<b>November 13</b>	<b>Sharkeez</b> 211 Main St. Huntington Beach, Ca 92648	<b>5pm -8pm</b>
<b>November 13-14</b>	<b>Black Bull Chop House</b> 300 PCH #112 Huntington Beach, Ca 92648	<b>5pm – 8pm</b>