



JIM BEAM SURFTAG ANNOUNCES SCHEDULE – OPENING ITS INAUGURAL SEASON WITH AN EXHIBITION AT THE MALIBU SURF CLASSIC

LOS ANGELES July 6, 2009—Jim Beam Surftag U.S.— a four event surf club/team shortboard competition – will launch its inaugural season in the U.S. with a demonstration at the Malibu Surf Classic, September 12 in Malibu.

"We're excited to have Jim Beam support surfing and California's surfing clubs, and proud to partner with them for our 2009 Malibu Surf Association (MSA) Classic invitational contest. We're looking forward to a great Surftag event at the MSA Classic and to competing in the series." -- Michael Blum, MSA President

Following the exhibition at the Malibu Surf Classic, the Surftag schedule will hit Manhattan Beach on September 19 and then travel to Ventura on September 26. Oceanside will host a contest on October 11 with the finals taking place November 13-14 in Huntington Beach, CA.

Extremely popular in Australia, Jim Beam Surftag features boardriding clubs and teams representing specific breaks competing in a unique tag team format. Each team is represented by five contestants. In relay style each surfer catches three waves and then returns to the beach to tag their team's next participant.

A \$5,000 prize purse will be offered at each of the first three events and \$10,000 will be offered for the final contest. Up to 16 teams will participate in each event and registration opens later this summer.

Please visit www.Jimbeamsurftag.com for more information or follow us on Twitter at www.twitter.com/jimbeamsurftag.

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About IMG Sports & Entertainment

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About Jim Beam

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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

About the MSA Classic

The Malibu Surfing Association's MSA Classic invitational contest is the premier competition in the Coalition of Surfing Clubs annual series and will be held September 12-13, 2009. More than 275 athletes representing elite surfing clubs from California, Hawaii, the East Coast, and Japan will come together to compete at First Point, Malibu, one of surfing's legendary waves. The MSA held its first contest at Malibu in 1962 and has been hosting the MSA Classic continuously since 1987. Attending the event is free and open to the public.

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About the Malibu Surfing Association

Established in 1961, the Malibu Surfing Association is one of California's first surfing clubs. We are an all-volunteer, non-profit organization dedicated to the fellowship of surfing and to the stewardship of Surfrider Beach. The MSA Competition Team was the 2006 winner of the Coalition of Surfing Clubs' CSC Series. Online at msasurfing.org.

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September 12	Malibu Classic Exhibition	Malibu Pier
September 18	Draw Party	TBD
September 19	Manhattan Beach	El Porto
September 25	Draw Party	TBD
September 26	Ventura	Surfer's Point
October 10	Draw Party	TBD
October 11	Oceanside	Harbor
November 12	Championship party	TBD
November 13	Apres Surf	TBD
November 13-14	Huntington Beach	Pier