



**FOR IMMEDIATE RELEASE**

## **Shaka Laka® Changes Look – It’s Still What’s in the Inside That Counts**

**CLEARFIELD, Utah (August 14, 2009)** - Shaka Laka® announced today their plan to unveil their completely updated line of packaging featuring new logo, new branded colors, new Signature Line of products, new flavors, and new co-branded products at the upcoming Surf Expo held in Orlando, FL. The overhaul of the brand is in response to months of studies and research as well as feedback from distributors in an effort to keep customers happy with the unrivaled island flavors in a more unique POP display that will drive additional sales for store owners.

Regarding the decision to spend the time and money redesigning the appearance of the brand, Tym Gilson, Director of Marketing said, “We felt it important to focus on ways we could help our distributors and retailers move more products when many store owners are struggling in the down economy. It’s our way of helping people so they don’t have to participate in the economic downturn.”

Shaka Laka® introduced three new products during the re-position of the brand including Nathaniel Curran (Tropical Tsunami) and Travis Mellem (Nilla Mint) Signature Sticks with SPF 30 and Keep a Breast (Island Breeze) co-branded product with their Hula-La line.

To see the new look of Shaka Laka® and to try the unforgettable Shaka Laka island experience stop by booth #1763 at Surf Expo. For more information on this story as well as other media releases please visit [www.ShakaLaka.com/press](http://www.ShakaLaka.com/press)

About Shaka Laka®:

Shaka Laka® is an island inspired personal care company. Inspirations for their products come not only from the islands but also coastal cities and loyal advocates who want a vacation from the mundane. All products are manufactured on the Big Island...of Utah.

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