



FOR IMMEDIATE RELEASE

Shaka Laka® Gives 25,000+ Lip Balms Away to Save Lips

CLEARFIELD, Utah (July 6, 2009) - Shaka Laka® announced today their goal to give-a-way 25,000+ of their SPF 15 Shaka Laka® Lip Blaka™ product during the 50th Anniversary of the U.S. Open of Surfing being held in Huntington Beach, CA July 18th through 26th. This would shatter last years record breaking 20,000 in give-a-ways. With the availability of free Shaka Laka® Lip Blaka™ with SPF 15 protection, attendees of the event will be able to keep their lips from getting sunburned, enjoy the island escape, and take part in the largest attended surf event in the world.

Initial reports, according the US Open of Surfing website (www.usopenofsurfing.com), claim the event will have over 500,000 people this year. When asked about the event, The Sun said, "I plan to be there blasting my UV rays upon everyone at the beach. I'm warning them they better protect their skin and lips."

Shaka Laka® will be distributing their classic island inspired flavors including Classic Coconut, Island Ice, Exotic Berry, and Maui Mint. Attendees of the event simply need to visit the Shaka Laka® tent to receive their free Lip Blaka™.

For more information about the event as well as other media releases please visit 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 mainland in Utah.

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