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FOR IMMEDIATE RELEASE

QUIKSILVER AND ROXY TEAMS UP WITH MAXOUT TO PRESENT WEST SIDE JAM 2010

SINGAPORE, January 25, 2010: For the first time, Quiksilver and Roxy will present West Side Jam™ 2010 (WSJX), the largest triple-wake watersports competition and lifestyle festival held from 5 to 7 March 2010 in Singapore.

"We're extremely excited that Quiksilver and Roxy could be a part of this year's WSJX in bringing extreme sea sports to a whole new level. Through this event, we hope to promote the boardriding lifestyle and appeal to the adventurous spirits and individual expressions of our young Singaporeans," announced the Quiksilver and Roxy spokesperson.

Organized by Maxout Hydrosports, WSJX celebrates its third year running for the annual flagship event held at the Raffles Marina in Tuas, where the marina's mega-yacht dock will be transformed into a floating seafront arena and party venue where festival-revelers and wakeboard enthusiasts alike will be able to watch the WSJX's high-adrenaline water action and participate in festival fringe activities all at the same time.

Aside from signature highlights that include a triple-wake competition, featuring a spectacular mix of wakeboarding and wakeskating behind-the-boat individual competition segments showcasing a skill-challenging obstacle-laden pass.

Also flying in from the United States to grace the event will be CEO/ Owner of Gator Boards, and Winner of the 2009 Annual Wake Awards in Florida for the category of "The Legend Award", Erik "Gator" Lutgert, as well as Padiwat Jeamjan "Bomb" from Thailand who will be defending his Open Wakeboard Men category champion status for the third year running.

It promises to be a weekend-long carnival with the free-to-watch competitions over both days and fringe activities such as a Roxy Beach Babe Contest, festival-exclusive sponsor booths, banana boat rides, discover wakeboard introductory riding sets, party yachts available for private charter, a fiesta party on the docks, as well as music throughout the day featuring local and international DJs.

Raffles Marina, WSJX's official venue sponsor, is in full support of the weekend-long competition, "At Raffles Marina we support sea sports of all kinds for all age groups and are proud to be the official venue for this year's WSJX. We are sure that this event will again provide superb entertainment for Singapore's wakeboarding and watersports community. For anyone who loves the sea, the sun and just having fun this is a weekend definitely not to be missed!" commented Mr. Robert Bird, Chief Executive Officer of Raffles Marina Ltd.

Keep an eye out for some extreme water-frolics this year and get up close and personal with professional wakeboard and wakeskate competitors from the region such as Japan, Korea, Thailand and Hong Kong, as well as internationally from the United States, United Kingdom, and Europe, flying into Singapore to compete for cash and product prizes totaling more than S\$8000, as well as the crown and bragging rights in the Open Wakeboard Women and Men as well as the Open Mixed Wakeskate categories. Local wakeboard and wakeskate ingénues will also be battling it out in the Junior Under 12 and the Freeride Wakeboard Women and Men divisions. Event organizer, Maxout Hydrosports, anticipate WSJX drawing a total of more than 30 regional and international pro-riders, 80 local competitors, and 500 to 800 spectators over the weekend.

Thailand's leading behind-the-boat wakeboard centre, TE Wake & Ski, who also provides professional wakeboarding sport and tutor services, will be leading a 6-person strong team to represent at the WSJX, "I personally think the appeal of West Side Jam is that it is the start of the wakeboard season for the New Year. Everyone is getting ready for the 2010 season after the winter break, and it's time to see where the competitors are. A great big party in a warm climate naturally also appeals to many from Japan, Korea, and Europe," remarked Mr. Geoffrey Penn, the Managing Director of Total Entertainment Co., Ltd., and TE Wake & Ski, "we are very excited to be participating again this year at the WSJX!"

Maxout Hydrosports has been at the forefront of wakeboarding in Singapore since day one, seeing its core potential, and thereafter, its growing popularity over the years for leisure as well as competitively. "We have always been fueled by our passion for the sport from ground zero and helping to develop the sport and Singapore's presence both locally and regionally, as well as internationally, is always at the forefront of our objectives. We consider ourselves extremely fortunate, as a non-for-profit event, to still be influential in the wakeboard and wakeskate scene, and to have consistently been powered by like-minded sponsors who support our vision. WSJX is no exception." said Ryan Lee, Managing Director of Maxout Hydrosports Pte Ltd, "Objectively we would like to see the organic growth and endorsement of the sport as one united community, to promote wakeboarding, wakeskating, and wakesurfing amongst the youth in Singapore and elevate the level of our young riders in the regional and international standing, and this year Maxout is stoked to be teaming up with Quiksilver and Roxy to present the event."

Sponsors at time of release include presenting sponsors Quiksilver and Roxy, official venue sponsor Raffles Marina Ltd, co sponsors Nautique Water Suites, the Planetary Coral Reef Foundation, FishHead, Aerogate, Franks International, as well as supporting sponsors Gator Boards, the Board Shop, Thai Wake Park, Azzura Resorts, X-Mini, Straight Line, La Paz, SKI360, Wave House Sentosa, Wakeboard Association (Singapore), Asiawake, and Habitat Studio.

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ABOUT QUIKSILVER AND ROXY

Quiksilver, Inc. is the world's leading outdoor sports lifestyle company, which designs, produces and distributes a diversified mix of branded apparel, footwear, accessories and related products in over 90 countries. The Company's Quiksilver and Roxy brands represent a casual lifestyle for young-minded people that connect with its boardriding culture and heritage. The reputation of Quiksilver's brands is based on different outdoor sports. Quiksilver and Roxy brands are synonymous with the heritage and culture of surfing, skateboarding and snowboarding.

ABOUT MAXOUT HYDROSPORTS

Maxout Hydrosports was first established in early 1997. Maxout was born out of passion of the sport but also with a vision of its potential and expansion in the future, and hence Singapore's first watersports center catering specifically to wakeboarding was established. Since its inception, Maxout has made incremental influences in the local sea sports scene as well as in the then unique sport of wakeboarding. Today Maxout Hydrosports continually strives to boost and encourage the development of the sport through events like its flagship triple wake competition, the West Side Jam™.

ABOUT RAFFLES MARINA LTD

Raffles Marina is Singapore's first and foremost Marina Club. Located at the Western most point of the Island with direct access to open sailing waters it boasts superb facilities and friendly professional management and staff. With dry and wet berthing, a full service boat yard and chandlery, international dining outlets, hotel rooms, sports facilities and banqueting facilities, Raffles Marina is a first-class, full service boating haven with all the trappings of a prestigious country club.

ABOUT THE WBA

The Wakeboard Association (Singapore) was formed back in 2000 by several wakeboarders that were committed to the promotion of the sport. It continues to be an independent, non-profit organization to this day. The primary purpose of the WBA is to cultivate greater interaction within the local wakeboarding community and to promote the growth of the sport. The WBA is affiliated to the Asian Wakeboard Association as well as the World Wakeboard Association.

WEST SIDE JAM BACKGROUND

Maxout Hydrosports hosted its first principal event of the year, West Side Jam™, in early March 2008 in collaboration with Aerogate, introducing the largest sea-floating "monster funbox"* in Singapore for its international triple-wake (wakeboard, wakeskate, wakesurf) competition. In 2009, West Side Jam played host to a spectacular weekend-long International Triple Wake Competition in Singapore. Approximately 500 spectators were in attendance; while close to 100 internationally diverse professional competitors from United States and United Kingdom, Japan and Thailand, as well as Singapore, competed to be crowned champion in their respective categories. Aside from the exhilarating competition, festival revelers were kept entertained with pumping music, a bikini contest, sponsor event booths, and an official event after-party.

**Maxout Hydrosports is the first wakeboard operator, prior to the initiation of cable ski, to introduce and motivate the idea of wakeboard and wakeskate obstacle riding to the wakeboard community in Singapore.*

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