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PANAMA WILL HOST THE 2011 BILLABONG ISA WORLD SURFING GAMES

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FOR IMMEDIATE RELEASE

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Playa Venao, Panama, has been selected as the location for National Surfing Teams to compete for medals in one of the world's greatest surfing events

Billabong ISA World Surfing Games

Playa Venao, Panama

June 29 – July 7, 2010

The 2011 Billabong ISA World Surfing Games will be held in the beautiful waves at Playa Venao, Panama, from June 29 through July 7, 2011.

Both the ISA and Billabong are thrilled to announce the destination of next year's event after receiving several attractive bid options for 2011. ISA President Fernando Aguerre stated, "The surf in Panama is exceptional, and after having great success with the Panama ISA World Master Surfing Championship in 2010, we are eager to bring one of our feature World Championship events to the powerful waves and tropical weather at Playa Venao. The ISA is looking forward to a great Billabong ISA World Surfing Games in 2011 at this surfer's paradise."

Playa Venao, situated on the easterly tip of Panama's Azuero Peninsula in the province of Los Santos, is home to large and consistent surf. The sand bottom beach breaks are perfect for this highly competitive surfing event, which features many of the world's top professional men and women surfers. Along with the newly developed infrastructure in the area, Playa Venao lends itself to be a great location for the 2011 event.

The ISA is proud to partner with leading surf brand Billabong in this Olympic-styled event. Paul Naude, Billabong USA CEO, commented, "The Billabong ISA World Surfing Games will see over 35 countries and more than 200 surfers competing for National Pride and the Gold Medal. This event is truly representative of the global development of the sport of surfing, and it is important for Billabong to partner with the ISA to bring the Games to the great waves and enthusiastic people of Panama in 2011."

About Billabong

Billabong produces active lifestyle clothing, accessories and related products designed and distributed to a worldwide customer base of board riders. The products are developed in the authentic environment of the surf culture and sold primarily through surf and specialty retailers. Established in 1973, Billabong USA is located in Orange County, CA and is considered the leader in the action sports industries. For more information please visit www.billabong.com

About the International Surfing Association

The International Surfing Association (ISA) is recognized by the International Olympic Committee as the World Governing Authority for Surfing. It was originally founded as the International Surfing

Federation in 1964 and has been running Open Division World Championships since 1964, Junior World Championships since 1980, and Masters World Championships since 2007. The ISA will hold the first Stand Up Paddle (SUP) World Championship and the first World Bodyboard Championship in 2011.

ISA membership includes the surfing National Governing Bodies of 64 countries on five continents. Its headquarters are located in San Diego, California. It is presided over by Fernando Aguerre (Argentina), first elected President in 1994 in Rio de Janeiro and re-elected seven times since. The ISA's three Vice-Presidents are Alan Atkins (Australia), Mike Gerard (USA) and Karín Sierralta (Peru).

About the International Surfing Association:

The International Surfing Association (ISA), founded in 1964, is recognized by the International Olympic Committee as the World Governing Authority for Surfing. The ISA governs and defines Surfing as Shortboard, Longboard & Bodyboarding, StandUp Paddle (SUP) Racing and Surfing, Bodysurfing, Wakesurfing, and all other wave riding activities on any type of waves, and on flat water using wave riding equipment. The ISA crowned its first Men's and Women's World Champions in 1964. It crowned the first Big Wave World Champion in 1965; World Junior Champion in 1980; World Kneeboard Champions in 1982; World Longboard Surfing and World Bodyboard Champions in 1988; World Tandem Surfing Champions in 2006; World Masters Champions in 2007; and World StandUp Paddle (SUP, both surfing and racing) and Paddleboard Champions in 2012.

ISA membership includes the surfing National Federations of 108 countries on five continents. The ISA is presided over by Fernando Aguerre (ARG). The Executive Committee includes four Vice-Presidents Karín Sierralta (PER), Kirsty Coventry (ZIM), Casper Steinfath (DEN) and Barbara Kendall (NZL), Athletes' Commission Chair Justine Dupont (FRA), Regular Members Atsushi Sakai (JPN) and Jean Luc Arassus (FRA) and ISA Executive Director Robert Fasulo as Ex-officio Member.

Its headquarters are located in La Jolla, California (USA).

For more information, please visit www.isasurf.org (<https://www.isasurf.org>)

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