

CREATURES OF LEISURE RE-SIGN TAJ BURROW AND MICK FANNING

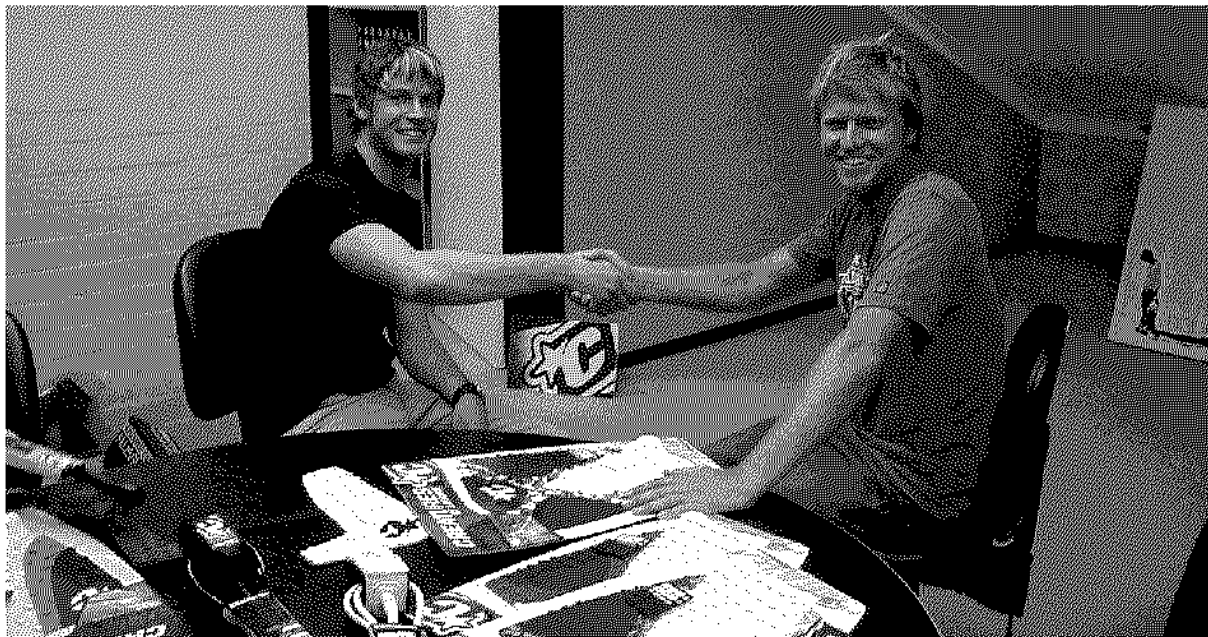
MEDIA RELEASE

4 NOVEMBER 2005

Friday, 4 November 2005 (Dunsborough, Western Australia): Creatures of Leisure recently announced the double re-signing of World Championship Tour (WCT) superstars Taj Burrow and Mick Fanning to new long term deals. These re-signings exemplify the commitment and long standing relationship high profile surfers maintain with the leading international surf accessories brand Creatures of Leisure.



Taj extended his current deal by a further 5 years, which will take him through until 2010. Current World No 6, Taj said he was "stoked with the new deal" and looks forward to many successful years to come on the elite WCT. Regarded as the world's premiere free surfing aerial specialist, Taj is poised to use Creatures' range of products exclusively for his assault.



Creatures Team Manager Shaun Wright and Taj Burrow seal the new deal

ACN 098 455 460

First Floor, 189 Hay Street
SUBIACO WA 6008

Telephone: (61-8) 9382 1311
Facsimile: (61-8) 9382 1322

www.optimacorp.com.au



Mick also extended his current deal for a further 3 years until 2009. Current World Number 4, Mick made a remarkable come back to form from his recent well documented leg injury to snare 2 WCT victories so far in 2005. Mick's first win of the year was enjoyed on his home turf at Snapper Rocks in March for the Quiksilver Pro, and more recently, the Rip Curl Search Pro which was held at St Leu, on Reunion Island for the first time in a decade.

Creatures Team Manager, Shaun Wright, said "having Mick and Taj extend their current deals is great news for everyone at Creatures. Mick and Taj are 2 of the most freakishly talented surfers in the world and we are super happy they have committed their long term association with us".



(L-R) Creatures Asia Sales Manager Toshi Ota, Mick Fanning, International Sales Manager Shane Partington, National Sales Manager Matt Syms on location at Head Office in Dunsborough.

Creatures of Leisure first established operations in Dunsborough, Western Australia 15 years ago but through international licensing and manufacturing has since emerged as a global market leader in high quality surf accessories such as leashes, deck grips and board bags. In August 2004, OPC secured the exclusive distribution licence and intellectual property rights to all Creatures of Leisure products in the USA. Since exhibiting at the ASR (San Diego) and Surf Expo (Orlando) trade shows held in January 2005, Creatures of Leisure (USA), Inc ("Creatures") has maintained an excellent trend in sales growth.

Total gross invoices posted from January 2005 to September 2005 for *Creatures* amounted to approximately A\$830,000, with in excess of A\$375,000 being generated during the recent quarter ended 30 September 2005.

Sponsorship of professional surfers such as Taj and Mick is an integral element in building brand credibility. This marketing initiative serves to lift awareness of the Creatures of Leisure brand, demonstrating the commitment of high profile surfers to the well respected surf accessories brand, whose attitudes and buying habits influence the broader surf consumer market.



Under the licence agreement, Creatures of Leisure maintain their high profile international surf team while also providing significant USA-based advertising support. As a result we are optimistic that the effects of these marketing initiatives will continue to generate demand for the Creatures of Leisure products, as has been evidenced in the positive sales performance enjoyed during our brief history to date.

AUTHORISED BY:

Blair Sergeant
Managing Director