



MEDIA RELEASE

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AUSTRALIAN SURFWEAR GROUP

APPOINTS U.S.-BASED PRESIDENT

Newly relisted surfwear group, Optima Corporation Limited, has appointed a United States-based President to drive the Company's bid for a share of the lucrative American wetsuit and surfwear clothing market.

As President of Optima's wholly-owned subsidiary, West Surfing Products (USA), Inc. ("WSP"), Mr Jim Watson will be responsible for the launch and day-to-day operations of the "West" surf brand in the United States - the world's largest regional surfwear market.

To be based in Southern California, Mr Watson has more than 20 years executive experience in that country's surfwear industry, including US national sales and marketing positions with Reef, Flojos, Bubblegum Surf Wax Company, the Stubbies Pro Surf Contest and JEB Industries, one of Orange County's largest cut & sew manufacturers.

"Mr Watson's appointment has been the result of an extensive recruitment process because of the specialty nature of the surfwear industry," Optima's Perth-based Managing Director, Mr Blair Sergeant, said today.

"The industry's penchant to be an individualistic and fashion leader, dictates that any successful entry into this intense US market environment must be supported by measurable relationships with US surf retailers, manufacturers, publishers of surf industry magazines, industry trade show executives and wetsuit and surfwear designers," Mr Sergeant said.

"Mr Watson brings those credentials to Optima as we seek to establish 'West', under our recently completed restructuring and capital raising, as the next Australian iconic surfwear brand to secure a foothold in the challenging but expanding US market.

"While Optima is starting at ground level in the US, we are advantaged by both Mr Watson's experience and the fact that the Australian-owned and licenced "West" brand already has credible recognition within the global and US surfing fraternity."

Optima rejoined the ASX Official List on 22 April this year, after successfully completing a \$1.84 million capital raising, establishing total cash proceeds of \$2.3 million, which will be applied to launch the "West" brand into the US market by the end of this year.

Through WSP, Optima has an exclusive 10-year licence to manufacture, market, use, sell and distribute products bearing the "West" brand name and logo within the United States.

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