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Company Announcements Office
Exchange Centre
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CREATURES OF LEISURE MEDIA RELEASE


Please find following a copy of the recent Media Release from Creatures of Leisure - Australia, announcing the recent addition of US based surfers Chris Ward and Timmy Reyes to their international surf team. The signings coincide with both surfers recently qualifying for surfings World Championship Tour.

In August 2004, Optima secured the exclusive distribution and intellectual property rights for all Creatures products in the United States surfing market for an initial five years with a 10-year option.



Under the agreement, Creatures, at their cost, are obliged to maintain the international surf team and provide significant US-based advertising support to Optima. The recent signings are seen as significant to Optima prospects with the Creatures brand in the US as both surfers are US residents and join the recent high profile signing of other US based surfers Rob Machado, Pat O'Connell, Roy Powers and Mike Todd.

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Media Release

Creatures of Leisure add Chris Ward & Timmy Reyes to its international surf team.

Yallingup, Western Australia, January 7, 2005

Creatures of leisure continues to solidify its International surf team with the recent double signing of US based superstars Chris Ward and Timmy Reyes. The signings coincide with both surfers qualifying for the 2005 WCT.

Chris Ward's entry into the WCT has not come early in his career. He has been blowing minds outside of the competitive arena for years. It's his new focus on competitive surfing that has everyone talking and his maiden year on the WCT is one of the most eagerly anticipated.

Timmy is "the new kid" and carries the hopes and aspirations of the Huntington Beach faithful. Born and raised in Surf City, Timmy is Huntington's first representative in a number of years. He was always destined for the big stage and now is his opportunity show what one of the countries most gifted new talents can do.

Wardo and Timmy's signing closely follows the major signing of Rob Machado to the Creatures team. "It's the simply the strongest surf Team in the world" claims Creatures of Leisure USA Brand Manager, Damon George. "Creatures have always had the cream of the Australian heavyweights like – Taj, Mick Fanning, Rasta, Luke Egan, Jake Pato. Now they've really internationalized the program. Last year Pat O'Connell came on board along with, Roy Powers and Mike Todd".

In the lead up to the 2005 tour both Timmy and Wardo have been putting their design input into signature model tail pads that they will use throughout the year. Creatures of Leisure will market the pads world wide aiming to have the pads into stores around June 2005. "Both surfers are well respected and have strong followings world wide" explains International Sales Manager, Shane Partington. "We expect them to be pretty popular sellers".

Creatures of Leisure specialise in surfing hard goods – leashes, bags, traction and auto/racking accessories. Please contact Shane Partington for any further information.

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