

FIRST SURFWEAR SALES IN U.S. FOR OPTIMA

Media Release

Wednesday 23 February 2005

Listed Australian surfwear specialist, Optima Corporation Limited (ASX code: "OPC") has announced its maiden sales in the United States for both its "Creatures of Leisure" and "WEST" surfwear clothing and accessory products.



The sales - in the world's largest surfwear market - follow the successful establishment by Perth-based Optima of a marketing network throughout key surfing retail states in the US and the arrival in November of the Company's first inventories.

"The maiden sales are a milestone for Optima and we are confident the sales momentum can now grow rapidly," the Company's Managing Director, Mr Blair Sergeant, said today.

"This momentum is expected to accelerate mid-year following the planned first-time release to the US market of the WEST range of wetsuits," Mr Sergeant said.

The sales breakthrough comes less than a year after Optima relisted on the ASX with an exclusive 10-year licence to manufacture and distribute the iconic brand WEST products in the US.

In August last year, the Company also secured the licence to distribute the prominent surf accessory label, "Creatures of Leisure" into the same market arena.

"It has taken time to bed down the distribution and marketing network in the United States and to receive our first inventories but we are now in a position to quickly build stocks and increase the number of retail outlets carrying the brands," Mr Sergeant said.

The Company has also made successful representations at some of the most influential national retail trade expos in Florida and California, generating orders from core surf retailers and exposing the WEST and Creatures brands particularly to buyers from across the US and the Caribbean.

A strategic marketing campaign has also been completed across the core 8-10 states along the American east coast where surfwear and accessory sales are prominent.

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"It is exciting that orders have been received from many iconic surf retailers such as Jack's in Huntington and Newport Beach, a retailer with which it can take up to 2-3 years before securing sales," Mr Sergeant said.

"We believe the brands are being well received and the market appreciates the heritage and credibility that accompanies the WEST brand and its 23-year history."

"While conscious of the competitive environment for the WEST products, we have sensed a genuine enthusiasm from retailers towards the arrival in the US market of a fresh, but hard core surf brand."

Optima is targeting a total US spread for its Creatures products of in excess of 650 stores of which Mr Sergeant expects 400 of these to be carrying the accessory lines by the end of 2005.

The WEST brand has been aimed at a similar initial target list of some 600 surf retailers across the US with management aiming to secure representation of the well known wetsuits and apparel in 250 stores by the end of 2005.

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