

## STRONG SALES FOR OPTIMA IN US MARKET

MEDIA RELEASE

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Listed Australian surfwear specialist, Optima Corporation Limited (ASX code: "OPC") say it is confident of strong Spring/Summer sales in the United States after securing a solid beachhead in the highly competitive Florida and Californian markets in the opening quarter of the year.

Optima Managing Director, Mr Blair Sergeant, said today the group's *WEST* and *Creatures of Leisure* brands had increased sales by 100% month-on-month after cracking the US market for the first time in January this year.

"While total US turnover is relatively modest at this stage, the sharp rise in sales and strong pre-bookings in more recent weeks are very encouraging and a good signpost to Spring/Summer, traditionally a busy time for surfwear retailers," Mr Sergeant said today.



(L-R) Owner of the Jacks US retail group, Bobbie Addulfattah, with Jim Watson, CEO of West in the US, standing alongside the newly installed WEST rack at Jacks in Huntington Beach.

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"These strong early results are particularly impressive given that recent adverse winter weather in the US has delayed in some sectors, the traditionally buoyant Spring market.

"With the weather changing and new stock arriving, including our *West* wetsuit range that will be launched in July, we are confident of further growth in both sales and the number of new accounts, by the end of our maiden half year trade on 30 June."

Mr Sergeant said a recent marketing drive and the appointment of a sales representative in Hawaii had also paid dividends for Optima with its first sales into this territory recorded in March.

The United States is the world's largest market for surfwear - with Optima having secured a 10 and 5 year licence to market and sell *WEST* and *Creatures* respectively, into this arena.

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