

RECORD U.S. SALES FOR OPTIMA

MEDIA RELEASE

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Optima Corporation Limited (ASX code: "OPC") has posted record monthly sales in the United States in May as the listed Australian surfwear specialist increased its share of the highly competitive Florida and Californian markets.

Sales of Optima's high profile *WEST* wetsuits and clothing, broke through the monthly US\$100,000 threshold in May, with *WEST* lines outselling their complementary *Creatures* products also for the first time. *Creatures of Leisure* surfing accessories also posted record monthly sales, posting a little over US\$65,000.

"Optima is highly encouraged by this strong response from US consumers in our first full half year trading period, particularly as we are progressively introducing our wetsuit and apparel range across the US market," Optima Managing Director, Mr Blair Sergeant, said today.

"We have achieved record monthly sales even though American consumers have, to date, only been exposed to about 20% of our wetsuit range," Mr Sergeant said.

"Strategically, more retail outlets on a monthly basis are opening their doors to *West* and *Creatures* brands.

"To date, 150 stores throughout the USA now stock *West* products which positions Optima on track to reach our target of 250 retail outlets for this range by the end of this calendar year.

"This is remarkable growth in the five months that we have been in the US market - the toughest but largest in the world for surfwear retailing," he said.

Mr Sergeant said further strong sales growth was expected in the next two months as the result of a current advertising campaign now being aired in the US and featuring well Hawaiian surfing star, Kalani Robb.

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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