

# CONTINUED RECORD SALES FOR OPTIMA

MEDIA RELEASE

4 AUGUST 2005

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Optima Corporation Limited (ASX code: "OPC") has again posted record monthly sales in the United States as the listed Australian surfwear specialist continues to roll out its product offering in the US market.

For the first time in its brief history, sales for both of Optima's high profile *WEST* (wetsuits and clothing) and *Creatures of Leisure* (surfing accessories), broke through the monthly US\$100,000 threshold in the same month.

*WEST* and the complementary brand, *Creatures* posted record sales of approximately US\$110,000 each for the month of July 2005. This is the first time *Creatures* have recorded sales of more than US\$100,000 in any given month.

"To date, 160 stores throughout the USA now stock *WEST* products which positions Optima on track to reach the target of 250 retail outlets for this range by the end of this calendar year.

Similarly, *Creatures* are now distributed in over 250 retail stores across the United States, which keeps the brand on target to achieve its goal of 350 to 400 stores by the end of the calendar year" Mr Sergeant, Optima's Managing Director said.

"This fantastic rate of growth and has been consistent over the first seven months of selling the brands into the US market - the toughest but by far the most lucrative surf market in the world," he added.

Sales recorded by both brands are depicted on the graph overleaf.

*WEST* has recently engaged a new marketing firm in the US in an effort to improve the communication of the brand's story to that market. Mr Sergeant remained confident that the improved marketing will most certainly lead to further growth in sales.

Mr Sergeant further noted that the focus on increasing the distribution base through opening new accounts each month is likely to provide the foundation for continued sales growth, notwithstanding the tendency for sales fluctuations due to seasonal factors. Mr Sergeant also noted that the record July 2005 revenue of approximately A\$300,000 is credible evidence that the Company's strategy in the United States is succeeding.

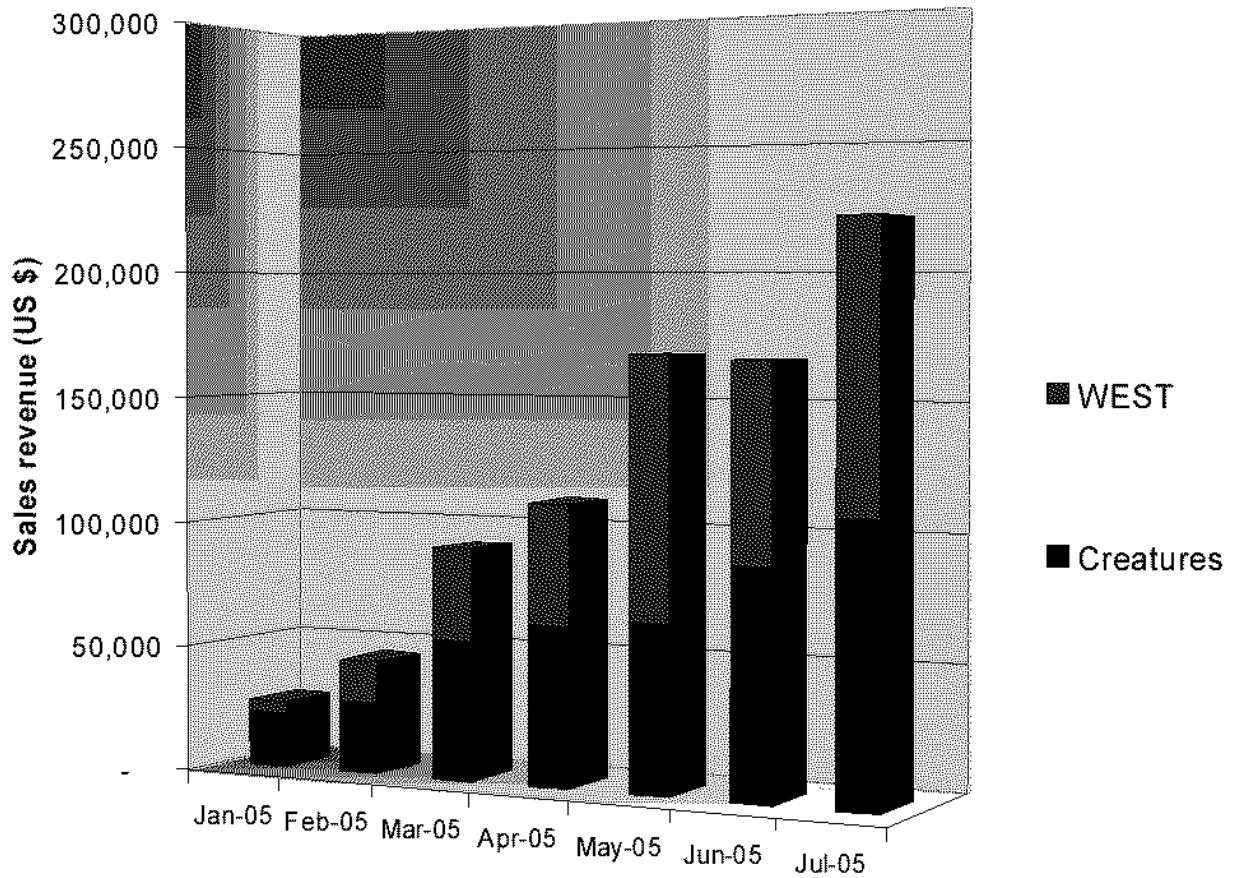


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The United States is the world's largest market for surfwear - with Optima having secured a 10 and 5 year licence to market and sell *WEST* and *Creatures* respectively, into this arena.

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