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KURTIS USA Launches Surf Goggles for Female Surfers

“NO FRIED EYES”™: Surfer-owned company becomes first to address eyewear needs for women

Hermosa Beach, CA, September 7, 2007 – KURTIS USA, a surfer-owned surf company, announced today the launch of its Madam X line of surf goggles made specifically for female surfers. It’s first model, the Kaiser Bowls, offers a larger frame lens in a wrap-around style.

The Kaiser Bowls – a name inspired by a surfing spot off of Oahu - are flexible, polarized, 100% UVA and UVB, and float. They come with a comfortable head strap and quick release neck attachment which functions similarly to a leash on a surfboard. This new design joins KURTIS’ flagship model, the Duke, which was launched earlier this summer.

“The number of female surfers continues to grow and it is important to recognize and respect them as serious athletes and talented surfers,” said Kurt Shipcott, Founder & CEO. “The Madam X design provides female surfers another tool to improve their vision of the waves (reduced glare) and ultimately increase both their wave count and performance.”

In addition to enhanced performance, the surf goggles provide an important health benefit that has been lacking in the sport. Shipcott, a lifelong surfer, saw a market need after developing pterygium (a callous-like growth that can impair vision) on his left eye after years surfing in the sun and wind. The brand’s tagline, No Fried Eyes, calls attention to the need for surfers to protect their eyes when in the water.

“Women are inherently more conscious about skin damage, wrinkles and eye protection,” commented Sue Schroeder, VP of Marketing & Sales. “Given this reality, it makes sense for us to provide female surfers a means to protect their eyes similar to what other eyewear options do for women and girls competing in beach volleyball, track & field, cycling, softball, skiing, skateboarding and snowboarding.”

The Kaiser Bowls will be unveiled at the ASR (Action Sports Retailer) Tradeshow, which will be held September 7 - 9 at the San Diego Convention Center. The media and core surf retailers will be invited for a special pre-launch product preview that weekend.

Starting September 10th, the patented Kaiser Bowls will be available online at kurtisusa.com for \$199.00 which includes the surf goggles, head strap, quick release neck attachment, cleaning cloth, tip instructions and the convenient and well-ventilated KURTIS storage container. The company accepts both domestic and international orders.

ABOUT KURTIS USA

KURTIS USA is a surfer-owned company based in Hermosa Beach, CA that is dedicated to providing high quality surf goggles to core male and female surfers around the world. The goggles are designed and crafted by surfers for surfers, always with the surfer’s needs in mind. KURTIS manufactures its goggles in the United States and tests all new products in the waves of California, Hawaii and other high-profile destinations. To learn more about KURTIS USA, please visit KurtisUSA.com or contact Sue Schroeder, VP Marketing & Sales, at 714-292-9930.

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