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**BILLABONG GIRLS SUMMER 2000 NATIONAL ADVERTISING
CAMPAIGN DELIVERS FUN, SEXY FASHION**

IRVINE, Ca. – **Billabong Girls**, the hot, new surf-inspired junior sportswear brand, breaks its Summer 2000 national advertising campaign beginning in May. The print campaign is set to run throughout the summer in Seventeen, Surfer Girl, Surfing Girl and Wahine Magazine.

The photo shoot took place at Hawaii's famous surf spot, Sunset Beach and featured Billabong Girls team riders: Keala Kennelly, Alana Brenner, Alana Du Pont, Cara Hemperly and Belen Connelly. While on location, the girls enjoyed a day of fun, sun and surf; where the day's work, was more like a day at the beach.

From the waters of the island beaches to the backroads, the girls had Hawaii as their playground, as the still and video camera crews did their best to keep up with the energetic bunch. The Summer 2000 advertising images capture the free-spirited, eclectic style of the Billabong Girl and particularly this summer's collection.

Since the photo shoot was happening in Layne Beachley's (Billabong Girls team anchor, current women's world champ and big sister in surf) current hometown, Beachley joined the girls in an afternoon of touring her favorite places and creating some fun out-takes for the cameras. Beachley, who recently won the Billabong Pro in Australia is well on her way to secure her third, consecutive world title.

In addition to the still images for its print campaign, Billabong was also filming the Billabong Girls in-store video campaign simultaneously, at the same location. The video

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Billabong Girls Summer 2000 Ad Campaign - 2

combines boardsport action, fashion, music and faces of Billabong USA team riders in a music video-style format. During the shoot, the crew had a chance to get up-close-and-personal with the Billabong Girls team riders on the subjects of surfing, life, love and everything in between. The Billabong Girls 2000 in-store video can be seen at leading, local surf shops throughout the country beginning in July.

The print and video campaign was shot by leading, international fashion/lifestyle photographer, Adam Watson.

Since entering the consumer marketplace in Spring 1999, **Billabong Girls**, a division of **Billabong USA**, has received wide-spread recognition from fashion press and retailers alike. The collection's quality, styling, and fresh takes on current trends have made Billabong Girls a sought after new resource for the juniors market. The Billabong Girls collection of sportswear and accessories are available at leading, local surf shops nationwide.

For more information, current photography, line lists and product requests, please call **Cynthia Michel Public Relations** at: *phone (310) 798-6919, fax: (310) 798-6909, e-mail: CMPRI@aol.com*.

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