

JAMS WORLD RECEIVES ‘ALL-STAR AWARD’ FROM CONSTANT CONTACT®



(Honolulu, Hawaii, April 20, 2010) – Surf Line Hawaii, Ltd. Is proud to announce that it has received a **2009 Constant Contact All-Star Award** for it’s email marketing of the Jams World® brand this past year.

The award recognizes Jams World® for meeting all of the following standards of excellence and using best practices in their email marketing during the entire year of 2009:

- Frequency of campaigns
- High Open rates
- Low Bounce rates
- Click through rates
- No complaints on compliance or related issues

“This is excellent recognition for Jams World and Surf Line Hawaii. We have markedly increased our brands’ visibility in the past year through Constant Contact and other electronic venues. In the past 6 months we have also opened 2,400 sf + Jams World retail stores in the Royal Hawaiian Center and Ward Centre on Oahu and will soon open a 2,700 sf store in The Shops at Mauna Lani on the Big Island in May 2010,” said Mark Tsuda, CEO, Surf Line Hawaii, Ltd.

Constant Contact® is a leading provider of email marketing, event marketing, and online survey tools. “Our customers work hard to build strong relationships with their customers through email marketing and some, such as Jams World®, truly excel in this effort,” said Gail Goodman, CEO, Constant Contact. “We created our All-Star Awards to highlight those customers who are passionately committed to following our best practices as they work to improve their customer communications. We’re proud of the role we play in helping Jams World® be successful and we look forward to continuing to assist the company with its marketing efforts.”

Jams World has been designing and manufacturing clothing in Honolulu, Hawaii since 1964. Jams World remains passionate about vibrant COLORS, the FREEDOM to dress the way you feel, courage to be DIFFERENT, and LOVE for life.

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