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SURF LINE HAWAII TO OPEN JAMS WORLD STORE AT ROYAL HAWAIIAN CENTER

(Honolulu, Hawaii, September 17, 2009) – Surf Line Hawaii, Ltd. announces the opening of a Jams World branded retail store at the Royal Hawaiian Center in Waikiki. The store is set to open on October 1st, 2009 with a grand opening celebration and blessing to follow on November 7th. The Hawaii based manufacturer will feature Jams World products along with its own beach related brands like Surf Line Hawaii as well as complementary products such as denim and accessories.

The store will be located on the ground floor near the corner of Kalakaua Avenue and Lewers Street in Building A, space 1. “We wanted to give people a chance to see and feel our contemporary styles you don’t always find at some of our retailers,” says Pua Rochlen, President of Surf Line Hawaii. “Jams World has evolved into a sophisticated brand for both women and men. Friends who see the line now always ask ‘where can I buy that?’ We needed a place to present the complete line so our customers can see the

elegant and sexy styles we've added." Jams World will also continue its classic resort-oriented styles that their core customers depend on.

Jams World brings an appealing twist to traditional aloha attire. Well-loved for its color and comfort, Jams World is not a Hawaiian shirt maker as much as it is a manufacturer of contemporary lifestyle wear with themes that transcend markets and seasons. The collection is print-driven and all of its print art is 100% exclusive, printed in limited edition, and not sold to any other manufacturer.

Jams World has been designing and manufacturing clothing in Honolulu, Hawaii since 1964. 'Jams' shorts were created by founder by David Y. Rochlen and wife Kenue to fill a void their first surf shop. 'Jams' were long, colorful, and fun- unlike anything else on the market at the time. The styles were featured on the cover of Life Magazine in 1964 and the brand took off. 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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