



For Immediate Release

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VANS PRO AND PRO JUNIOR AT THE COASTAL EDGE EAST COAST SURFING CHAMPIONSHIPS CONTESTS GAIN PRESTIGIOUS ASP DESIGNATION AND UPGRADES

*Vans Pro and Vans Pro Junior at the Coastal Edge ECSC Presented by
Rockstar Energy Drink and Skullcandy Underscore Importance of North America's Oldest
Surf Contest with ASP 4-Star Designations*

Virginia Beach, VA (April 21, 2011) – The 49th edition of the Coastal Edge East Coast Surfing Championships, North America's oldest surf contest, gains even more prestige as the Pro division is designated as an Association of Surfing Professionals (ASP) 4-Star event and the Junior contest is upgraded to a 4-Star ASP Junior Qualifying event.

The \$85,000 Vans Pro and \$20,000 Vans Pro Junior presented by Coastal Edge, Rockstar Energy Drink and Skullcandy will run concurrently within the ECSC at the Virginia Beach Oceanfront August 22-28, 2011 with dramatically increased purses and valuable pro tour rating points on the line, enabling surf fans to see many of the top surfers in the world in Virginia Beach and on the global webcast.

The 4-Star Vans Pro at the Coastal Edge ECSC gains ASP sanctioning for the first time since 2001 and the 4-Star designation is the highest ever for the pro contest. Although the Vans Pro is one of 34 ASP Star events scheduled globally in 2011, only nine ASP Star events take place in the United States or Mexico and only two are located in the mainland U.S. - the Vans Pro at the Coastal Edge ECSC and the Vans Pier Classic held each March in Huntington Beach, California. Surfers competing in ASP Star events gain ratings points that figure into the ASP World Rankings with the top 32 surfers qualifying for the ASP World Tour.

"The Coastal Edge ECSC's strong and long-standing surf heritage matches so well with Vans' nearly 45 years supporting surf and skate," says Steve Van Doren, Vans' Vice President of Events & Promotions. "We at Vans are particularly privileged with the opportunity to invest in the Coastal Edge ECSC as it gives North American surfers the rare opportunity to gain ASP ratings points without leaving American soil."

"Sanction by the ASP underscores not only the international surf community's recognition of the this event's heritage, but also our potential to put on one of the most important surf contests in the world here in Virginia Beach," adds D. Nachnani, Owner, Coastal Edge.

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ECSC ASP 4-Star Designation Announced

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“Each year, the Coastal Edge ECSC draws thousands of spectators and participants. There’s nothing like it on the East Coast— this truly is the East Coast’s premier Beach Sports Festival,” said Virginia Beach Mayor William B. Sessoms, Jr. “Without a doubt, the 49th annual Coastal Edge ECSC will be the biggest and best ever.”

The Coastal Edge East Coast Surfing Championships presented by Vans, Rockstar Energy Drink and Skullcandy is the oldest surf contest in North America and the second longest continuously-run surf contest in the world. Year in and year out, the Coastal Edge ECSC is also one of the largest surf events held globally with more than 800 participants across more than 40 divisions in 2010. Produced annually by the Virginia Beach Jaycees, the Coastal Edge ECSC beach festival, which will also include skate and BMX demos along with many other beach activities, is open to the public, free of charge. Portions of the proceeds raised at the ECSC benefit the Jaycees many charitable projects such as Camp Virginia Jaycee. For event information, visit www.surfecsc.com.

About Vans Surf

Vans supports and promotes surfing and surfers through a full line of footwear and apparel, events such as the Vans Triple Crown of Surfing™, the ASP 4-Stars Vans Pier Classic at Huntington Beach and Vans Pro at the East Coast Surfing Championships, the progressive longboard Joel Tudor Duct Tape Invitationals and through sponsorship of many of the world’s top surfers such as Nathan Fletcher, Joel Tudor, Pat, Dane and Tanner Gudauskas, John Florence and Leila Hurst.

For more information on Vans and Vans Surf, please visit vans.com or vanssurf.com.

For more information on Coastal Edge, please visit www.coastaledge.com.

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