

FOR IMMEDIATE RELEASE
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Salt Life holds Salt Life Model Search at Surfing the Blues contest on April 11.

Jacksonville Beach, Fla. – Salt Life Inc. and Salt Life Food Shack are happy to partner with the Florida Surfing Association to bring the 7th Annual Surfing the Blues to the south side of the Jacksonville Beach Pier. This year's contest will feature a Pro/Am Surf Contest and an unprecedented Salt Life Model Search. The surf contest will take place on April 10 and 11, with the Salt Life Model Search on April 11 during the peak of the beach festivities – Springing The Blues Festival, celebrating its 20th anniversary.

With Salt Life's growth, Salt Life is looking for a variety of Salt Life Girls (models) for future engagements and promotions including but not limited to at-store promotions, web site gallery, merchandise catalog and a 2011 Salt Life Calendar. The contest will be broken into two categories by age: ages 18-28 and 29-40. There is **no entry fee** but entrants will be required to submit an application along with head and body shots. Finalists will participate in a live contest on April 11 at Jacksonville Beach, Florida – the home of Salt Life. A panel of industry professionals including a representative from Denise Carol Models & Talent, professional photographers and current Salt Life Models, will judge the contest. Finalists will model provided Salt Life apparel and a winner for each category (2) will be named on Sunday at Salt Life Food Shack at 8 PM. In addition to the two winners, a team of Salt Life Models (ranging from 6-12 individuals) will be assembled and named from the finalists at the awards ceremony.

The two winners will each receive a variety of prizes including but not limited to: \$250 cash bonus, featured as 2010 winner(s) of Salt Life Model Search in the Salt Life merchandise catalog and on the Salt Life web site, featured in the 2011 Salt Life Calendar, complimentary Salt Life apparel and free digital photos from shoots conducted by Salt Life for use in personal portfolios.

The additional Salt Life Girls assembled from the model search will receive a variety of prizes and may be utilized throughout the year for various promotional events (on-site events such as those held at Gander, West Marine, Dicks Sporting Goods, trade shows and more). Some, or all, of these girls may also be eligible for use in the 2011 Salt Life Calendar.

This is the 7th year for the Surfing the Blues Surf Contest and Salt Life is excited to be a part of the 20th Anniversary of the George's Music Springing the Blues Festival. There are a variety of divisions for the surf contest, both on the amateur and professional levels. The most exciting new addition for this year is the inclusion of new youth divisions. "We have added several new categories for the kids, an 8 and younger division, a 9-year old division and 10 and under" says Paul West, President of the Florida Surfing Association. "It is all about making more opportunities available to the community."

The Jacksonville Beach area has long been a hotbed of surfing talent with such stars as Karina Petroni, Cody and Evan Thompson, Asher Nolan and most recently PJ Satterwhite and Mallory Turner. Expect to see a good turn out for both the amateur and pro divisions. "It has been a cold winter and we are all excited for warmer weather, waves and the opportunity to get salty," said Greg Saig, partner at Salt Life Food Shack.

Model and surf entries can be found at www.floridasurfing.org

SALT LIFE MODEL SEARCH: Any questions contact Holly Smith at (904) 514-4490 or email inquiries to hollysmith327@yahoo.com.

SURF CONTEST: Heats will start at 9:00 AM each day (April 10/11). More information is available at www.floridasurfing.org or contact contest director Paul West at (904) 626-9090.

About Salt Life

Salt Life, Inc., an east coast company originating from a lifestyle in a small beach town has now grown to a national apparel supplier for over 800 locations. Once a simple phrase uttered on a spearfishing trip, "*Salt Life*" is now a widely recognized sub-culture amidst avid divers, surfers, fishermen and everyone who loves the sound of surf, sand in their shoes and beautiful seas. It's a way of life, a matter of choice, and one that we are proud to be a part of and why so many display these two simple words on their shirts, shorts, cars and boats. For more information on Salt Life, Inc. visit www.saltlife.com

About Salt Life Food Shack

Salt Life Food Shack is a natural extension of the values and lifestyle exemplified by Salt Life, Inc. Salt Life Food Shack was developed with the commitment to provide a community driven restaurant that compliments the brand where "living the Salt Life" is a part of everyday life. We offer a carefully crafted eclectic menu to cater to all tastes and personalities. Salt Life Food Shack of Jacksonville Beach is just the first of hopefully many destinations to provide the perfect locale for beach goers to enjoy great dishes, cool drinks and the opportunity to catch up with family and friends. We are located just three blocks off the beach and our casual yet trendy open-air space will accommodate all types – from the avid seaman to land lovers looking for a taste of the Salt Life. It's your choice of flops over loafers... and now your ideal choice for lunch or dinner! So bask in "the life" and pull up a stool. Eat, Drink and above all, be Salty.

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