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FOR IMMEDIATE RELEASE

Shaka Laka® Sponsors Ragnar Relay Las Vegas

Da Biggah Island, Utah (Oct 2, 2009) - Shaka Laka®, announced today their sponsorship of the Ragnar Relay Series. The sponsored race will take place October 9th and 10th in Las Vegas and will cover over 180 miles with teams of 12 running a relay style race through the dessert with no breaks during a 48 hour period. Every participant in the event will receive a limited edition co-branded Shaka Laka/Ragnar Relay Lip Blaka product. Shaka Laka will also have a sponsored team running the event and have guaranteed that they will not finish in last place of the 204 registered teams.

Shaka Laka® will have company tents at various spots during the race including the start line and finish line among others to make available additional flavors and products to those running in the race. The Shaka Laka FJ Cruiser will also be making appearances along the 180 mile route throwing out additional samples.

One of the runners on the Shaka Laka team will be Shaka's very own purchasing manager, James Bradley, who also ran the Ragnar Relay Wasatch Back Race on Da Biggah Island of Utah. When asked about the race and the company guarantee to not finish in last place, James said, "I've taken the easiest sections of the course to ensure I don't hold our team of cross-country collegiate stars back. We are going to have a lot of fun and keep all of the runners safe from damaging UV rays."

For more information about this sponsorship as well as other media releases, visit www.ShakaLaka.com.

For more information about the Ragnar Relay Series and the Las Vegas race visit:
<http://www.ragnarrelay.com/lasvegas/index.php>

About Shaka Laka®:

Simply put, Shaka Laka® is the creator of the Solar System's best lip care and sunscreen products. Doubt it? Try it, love it, crave it, live for it, and enjoy it. Follow us for the ride of your life. We may be based on Da Biggah Island...of Utah, but we are all about the island style, kickin' back, and just having fun.