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FOR IMMEDIATE RELEASE

Shaka Laka® Rock'n it at the BuFest™

CLEARFIELD, Utah (May 18, 2009) - Shaka Laka®, creators of the Solar System's best lip care and sunscreen products, announced today their sponsorship of the Malibu Music Festival (BuFest™). The event will take place May 30th and 31st in the historic Paramount Movie Ranch and will feature four stages with over 70 acts of some of today's best musicians.

Shaka Laka® will be providing sunscreen and lip blaka for the thousands of anticipated attendees. In support of the "Go Green" movement, Shaka Laka® will be featuring the Kava Lava™ Natural Lip Therapy Line. The Kava Lava™ island organics line of vegan products is made with 100% all natural ingredients including Coconut Oil, Cocoa Butter, Macadamia Seed Oil, Kukui Seed Oil, and Kava Extract. Available flavors at the event will be Macadamia Mint and Kukui Citrus. The packaging used is 100% biodegradable. The imprint on the environment is minimal, yet the lip satisfaction is insanely maximized.

The BuFest™ strives to have zero impact upon the environment through biodegradable and recycled supplies as well as the most technologically advanced generators and materials which have the lowest carbon output possible. Shaka Laka® is doing all we can to help further the zero impact movement.

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

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 the mainland in Utah, but we are all about the island style, kickin' back, and just having fun.