



PRESS RELEASE

Walden Surfboards signs with Creative Brands Group as Licensing Representative

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Creative Brands Group is pleased to announce that they will be representing Walden Surfboards for product licensing and brand development. Walden is recognized as an authentic surf brand and is well recognized throughout the surfing industry. There is no doubt that Steve Walden, the brand's founder, has made significant contributions to the evolution of the original modern long board. Steve has teamed with Creative Brands Group to explore product opportunities in a variety of industries. Walden Surfboards is a global brand that has through time evolved into a lifestyle which epitomizes the surfing community.

The man behind Walden Surfboards is an accomplished professional surfer. Steve Walden shaped his first surfboard in 1961, at age 13. Eight years later, the native Southern Californian opened his first board factory and store in Huntington Beach then moved to the North Shore of Oahu in 1972 where he made a name for himself as a prolific longboard shaper. Today Walden Surf Shop is based in Ventura, Ca. where Steve's main focus is on design more than ever. Steve enjoys competitive surfing and in the past year has traveled more than ever before, as his reputation and relationship with surfers around the world continues to grow. He happens to hold the longest recorded nose ride (25 seconds) in competition history.

"We're thrilled to be working with Steve and Walden Surfboards, it's a brand we feel has colossal potential," says Eric Kuskey, President of Creative Brands Group. Creative Brands Group is looking to expand the brand into new product categories including: apparel, shoes, swim wear and accessories such as bags and hats. Together Creative Brands Group and Walden Surfboards can continue to expand the brand to those individuals who don't surf but who can relate to the lifestyle. "Nonsurfers can be a part of the subculture by wearing the clothes, listening to the music and watching the movies," says Steve Walden.

Creative Brands Group, Inc. is a brand development and licensing management company located in San Jose, CA, with branch offices in Santa Barbara, Atlanta, New York, Miami and High Point. Clients include: Heidi Klum, Kitson LA, Wilmer Valderrama, Roma Downey, Myrka Dellanos, Rachael Hale "The world's most lovable animals", LIFE Magazine, and the well known painter Thomas Kinkade.

For information, please contact:

Creative Brands Group, Inc.

Lisa Nixon, Vice-President

Phone: 408.907.9943

Fax: 408.907.9950

Lnixon@creativebrandsgroup.com