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***SURF STRONGER SELECTS MSR COMMUNICATIONS AS PR AGENCY OF
RECORD***

***PR Firm Rides the Wave of Hottest Fitness Trend with Consumer Lifestyle Client
Win***

SAN FRANCISCO – August 18, 2008—Furthering its leadership as one of the top small PR agencies in America, MSR Communications® (MSR), an independent firm specializing in communications management for technology, B2B and consumer-lifestyle companies, announced it's caught the wave of the hottest fitness trend as agency of record for Golden Coast Productions, producers of the Surf Stronger™ workout series. Designed to improve strength and endurance, Surf Stronger's surf-specific workouts enable anyone to develop a surfer's physique and stay in shape without hitting the beach.

"We're stoked to work with such a creative, results-driven team," said Scott Adams, Surf Stronger Co-Founder. "MSR's proven track record in the health and fitness industry and understanding of our business made them a natural choice to help take us to the next level."

MSR will implement an aggressive media relations campaign to generate awareness of the Surf Stronger workouts and fitness experts. The firm will also leverage the popularity of professional surfer and Surf Stronger supporter, Serena Brooke to promote the workouts as effective fitness training for surfers and non-surfers alike. The Surf Stronger DVDs are available for download to iPods and mobile phones thus providing consumers with immediate access to the benefits of surf fitness exercises anywhere, any time.

“Surf’s up!’ at MSR. We’re thrilled to welcome the Surf Stronger team to our growing roster of consumer lifestyle companies,” said Mary Shank Rockman, principal and CEO of MSR Communications, LLC. “We’re confident MSR’s specialized, senior-level talent will help promote the benefits of surf-specific core training and make Surf Stronger a household name.”

About MSR Communications

MSR Communications is an independent public relations firm offering a unique brand of creative intelligence to provide superior communications management services to emerging-growth technology, B2B and consumer lifestyle companies. MSR combines strategic programming, exceptional client service and influential relationships to drive extraordinary results that help clients build mindshare with key constituents. Based in San Francisco, MSR has been recognized as one of the 2008 Top 5 Small PR Agencies in America. For more information, please visit www.mscommunications.com or call (415) 989-9000.

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