



**ROXY "FOLLOW YOUR HEART TOUR" PRESENTED BY SCHICK®  
QUATTRO FOR WOMEN® LAUNCHES APRIL 10, 2008**

*The next "heart" of Roxy will receive \$10,000 to help follow their dreams and inspire others*

**HUNTINGTON BEACH, Calif. – (April 10, 2008)** – Roxy, the popular women's fashion and lifestyle brand, is set to embark on a 12-location tour to inspire girls to go after their dreams.

The Roxy "Follow Your Heart" tour will extend from April to July 2008 visiting various college campuses and retail store locations. Roxy nominated a panel of inspirational women that will consist of eleven talented and determined people affiliated with the brand who have had the courage to pursue their individual passions. From surfers to CEOs to environmental activists, these women followed their hearts and found a path of surprises, struggle, and ultimately, success. At the tour's conclusion in July, Roxy will select one lucky winner to receive an award of a \$10K grant/sponsorship towards achieving their aspiration. The winner will be the embodiment of all that is Roxy – daring and confident, naturally beautiful and fun and alive.

Over the course of the season, Roxy, with partner Schick® Quattro for Women®, will tour six college campuses and six retail locations, sharing stories of encouragement. While Roxy representatives and the brand's RV are on the road, they'll conduct a search for the next heart of Roxy. By submitting their stories through a video submission online at [Roxy.com](http://Roxy.com), girls nationwide will be entered to win the "Follow Your Heart" contest! The girl with the most inspirational story (as determined by Roxy) will be given this financial sponsorship supplying them with the tools to take the next step in following their dream.

A long-standing partnership, Roxy and Schick® Quattro for Women® both strive to fulfill the dreams of young women everywhere. Whether those dreams are top-performing apparel and accessories or top-performing razors, women are always top of mind for Roxy and Schick® Quattro for Women®.

**Roxy's "Follow Your Heart" women include:**

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|----------------------------|---|
| <b>Charlotte Sometimes</b> | Upon finishing high school, Charlotte wrote over 100 songs. She is now set to debut her new album, "Waves in the Both of Us", May 6, 2008 by Geffen Records.<br><a href="http://www.charlottesometimesmusic.com">www.charlottesometimesmusic.com</a> .  |
| <b>Sofia Mulanovich</b>    | Roxy team surfer and native of Peru, Sofia won the 2004 World Championship title in her second year on the tour and just won the Roxy Pro Gold Coast title in March.  |
| <b>Lisa Andersen</b>       | A legendary Roxy team surfer, Lisa has blurred the distinction between men's and women's surfing by winning four world titles. Lisa is now Roxy's official Global Ambassador, representing the brand and the image of women's surfing around the world. |
| <b>Amber Stackhouse</b>    | After mastering her snowboarding skills as Roxy team rider, Amber tackled a new career as a filmmaker. Creating Misschief Films with fellow pro-rider Fabia Gueebler, she produces the best-selling women's snowboard films.                            |
| <b>Katie Wright Pere</b>   | Director of events for Jack Johnson's Kokua Hawaii Foundation, Katie plans the popular Kokia Music Festival and spearheads grassroots efforts to encourage beach-saving behavior.   |
| <b>Erica Leite</b>         | Representative from the breast cancer awareness and prevention foundation, Keep A Breast, Erica travels the world attending music festivals, art shows and snowboard contests.  |
| <b>Dana Dartez</b>         | Driven by her love of fashion and surf culture, Roxy's Creative Director for apparel and accessories applies her vision to all things Roxy.   |
| <b>Corinne Mayer</b>       | Graphic artist creating Roxy art by day and her own line of shoes and skateboard decks by night.  |
| <b>Natalie Linden</b>      | Writer for Roxy's new book, <i>Surf Girl Roxy</i> , Natalie has interviewed more than 35 past, present and future Roxy athletes. She travels and types her way through countries and assignments from San Francisco to Estonia.                         |

**Maritxu Darrigrant**

Roxy Europe's much-loved Marketing Director, Maritxu has the pleasure of pursuing all the things she loves: surf, snow, travel and inspiring young women to get outside.

**Carol Christopherson**

President of Roxy and Quiksilver Retail, Carol's favorite part of her job is mentoring. She loves helping young designers develop and express their vision.

**Tour Schedule:**

<b>April 10<sup>th</sup></b>	Charlotte Sometimes kicks off Roxy's Follow Your Heart Tour with VIP concert in Los Angeles.
<b>April 18<sup>th</sup></b>	University of South Carolina
<b>April 22<sup>nd</sup></b>	Old Dominion
<b>April 25<sup>th</sup></b>	University of Miami Ohio
<b>May 5<sup>th</sup></b>	University of Arizona
<b>May 7<sup>th</sup></b>	San Diego State University
<b>May 12<sup>th</sup></b>	CSU Fresno
<b>June 6<sup>th</sup> &amp; 7<sup>th</sup></b>	Irvine Spectrum Main Place
<b>June 13<sup>th</sup> &amp; 14<sup>th</sup></b>	Nordstrom Bellevue, Seattle, WA
<b>June 20<sup>th</sup> &amp; 21<sup>st</sup></b>	Mall of America, Minneapolis, MN*
<b>June 27<sup>th</sup> &amp; 28<sup>th</sup></b>	Quiksilver/Roxy Store, Detroit, MI
<b>July 11<sup>th</sup> &amp; 12<sup>th</sup></b>	Ron Jon Cocoa Beach, FL
<b>July 18<sup>th</sup> &amp; 19<sup>th</sup></b>	Roosevelt Field Mall Long Island, Garden City, NY

\*\*\*Check out [Roxy.com](http://Roxy.com) for additional information or to submit a video application to become the Roxy Follow Your Heart winner.

\*Location to be confirmed.

**About Roxy:**

Roxy is a brand of Quiksilver, Inc. (NYSE:ZQK), the world's leading outdoor sports lifestyle company, which designs, produces and distributes a diversified mix of branded apparel, wintersports equipment, footwear, accessories and related products. The Company's apparel and footwear brands represent a casual lifestyle for young-minded people that connect with its boardriding culture and heritage, while its wintersports brands symbolize a long-standing commitment to technical expertise and competitive success on the mountains.

The reputation of Quiksilver Inc.'s brands is based on different outdoor sports. The Company's Quiksilver, Roxy, DC and Hawk brands are synonymous with the heritage and culture of surfing, skateboarding and snowboarding, and its beach and water oriented swimwear brands include Raisins, Radio Fiji and Leilani. The Rossignol, Dynastar, Lange, and Look brands are leaders in the alpine ski market, and the Company makes snowboarding equipment under its Rossignol, Dynastar, DC, Roxy, Lib Technologies, Gnu and Bent Metal labels.

The Company's products are sold in over 90 countries in a wide range of distribution, including surf shops, ski shops, skateboard shops, snowboard shops, its proprietary Boardriders Club shops, other specialty stores and select department stores. Quiksilver's corporate and Americas' headquarters are in Huntington Beach, California, while its European headquarters are in St. Jean de Luz and St. Jean de Moirans, France, and its Asia/Pacific headquarters are in Torquay, Australia.

**About Schick Quattro for Women**

Schick® Quattro for Women® is a high performance razor designed specifically for women. With four blades and two enhanced conditioning strips, it provides a shave so smooth, you could skip a day or two. The razor handles are available in original fuchsia and a surf-inspired version - Quattro for Women® GO!® Surf Style™, complete with a travel case.

Schick® Quattro for Women® is manufactured by Schick-Wilkinson Sword. A leading manufacturer of razors around the world, Schick-Wilkinson Sword is a division of Energizer Holdings Inc. (NYSE: ENR), headquartered in St. Louis, Missouri. It ranks as the world's second largest manufacturer and marketer of wet shave products for men and women. Schick-Wilkinson Sword markets products in over 100 countries worldwide. For more information on shaving and the Schick® Quattro for Women® razor line, visit [quattroforwomen.com](http://quattroforwomen.com). ©2008 Energizer. Schick, Quattro and other marks are trademarks of Energizer.

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