

GRAND BOULEVARD

— Sandestin® —

TOWN CENTER

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BILLABONG DESTIN ANNOUNCES LOCAL WEBSITE LAUNCH WITH LIVE SURF CAM

Stay connected to the global surf lifestyle brand on the Emerald Coast

Miramar Beach, Fla., (November 5, 2009) — Billabong Destin in Grand Boulevard announced the launch of a local new website connecting local and visiting surfers to the global surf lifestyle brand on the Emerald Coast. The new website also has a SURF CAM which shows live streaming video of the Gulf of Mexico from a camera affixed to the top of Pompano Joes in Miramar Beach.

Visit www.billabongdestin.com to view the SURF CAM and find the latest on Billabong's new arrivals, Billabong news, Billabong surf camps and surf reports.

Frank Sims, local owner/operator of Billabong Destin in Grand Boulevard at Sandestin®, chose Jake Meyer, nationally recognized graphic designer for I Will Design for Food firm, to design the new surf lifestyle website.

“I knew I needed web designer who understood the surf and beach culture that Billabong represents and could integrate the global brand equity with our local market – Jake Meyer was that guy,” said Sims.

In addition to the live streaming SURF CAM, users can also find reports on local surf and beach conditions.

For more information on the new website visit www.billabongdestin.com or Billabong Destin store in Grand Boulevard's Town Center.

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Grand Boulevard is the new shop, work, play and stay Town Center located in Beaches of South Walton along Northwest Florida's Gulf Coast. Based on the prominent mixed-use architectural model, Grand Boulevard offers a dynamic lifestyle experience with convenient access to a multitude of exclusive shopping and dining options, entertainment, professional services, corporate offices and lodging. For more information, please call (850) 654-5929 or visit www.grandboulevard.com.

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