



QUIKSILVER TAPS ACCESS 360 MEDIA'S YOUTH NETWORK TO CREATE A SPLASH DURING BIG WAVE INVITATIONAL

Surf Enthusiasts Will Be Instantly Alerted To the Start of the Renowned Surfing Competition

Los Angeles (December 20, 2006) - Access 360 Media, a media network connecting with over 50MM young adult consumers monthly, is launching a new mobile marketing program to help support the 2006/2007 Quiksilver Big Wave Invitational.

This one-day surfing event, in memory of revered big-wave surfer and Waimea Bay lifeguard Eddie Aikau, will be held on a single day when the waves reach a minimum height of 20 feet, during the period of December 1, 2006 to February 28, 2007.

Because time is of the essence for this event, Access 360 Media's "Big Wave Mobile Updates" program connects and engages surf enthusiasts with instant notifications when the surf conditions are optimal for the start of the competition.

"We developed this program with Quiksilver as a way to connect with surf enthusiasts and provide them with instant information on this world-class competition," says Roman Tsunder CEO & founder of Access 360 Media. "We are pleased to be able to offer Quiksilver an instantaneous mobile platform to reach their dedicated audience during the Invitational."

During the three month waiting period, in-store signage at over 800 retail stores and licensed Quiksilver retailers in North America will promote the mobile program to young adult consumers. To join, consumers are prompted to text the keyword "BIG WAVE" to a short code (50799) on their mobile phone. After signing up, they can receive text message updates on the latest Big Wave Invitational news and results.

About Access 360 Media

Founded in 2003, Access 360 Media is a media network that connects to over 50MM young adult (P12-34) consumers each month through the communication platforms that matter to them most—Retail, Online and Mobile. This multi-platform media network allows advertisers and retailers to fully integrate with young adult consumers by encouraging youth to engage and connect in the marketing message. Led by an experienced executive team Access 360 Media has partnerships with leading brands including Cingular, Wrigley's, Universal Music and Motorola and retailers including Journey's, Underground Station, among many others. Access 360 Media programming is distributed in more than 2,200 locations in every DMA throughout the US. www.access360media.com

About Quiksilver

Quiksilver, Inc. (NYSE: ZQK) is the world's leading outdoor sports lifestyle company which designs, produces, and distributes a diversified mix of branded apparel wintersports and golf 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 and golf brands symbolize a long standing commitment to technical expertise and competitive success on the mountains and on the links. The reputation of Quiksilver's brands is based on different outdoor sports.

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CONTACT: Pilaar Terry / Brianne Pins
5W Public Relations
310-566-7030
pterry@5wpr.com / bpins@5wpr.com