



Beyond Coastal/Chums and Verde PR & Consulting Announce Public Relations Partnership

Salt Lake City, Utah, (April 24, 2009) - [Beyond Coastal](#) sun care products and [Chums](#), the leading outdoor accessory brand, announce the hiring of Verde PR & Consulting as the agency of record for the two brands effective immediately.

Verde will handle public relations support for both the Beyond Coastal and Chums brands in the outdoor, snowsports, bike, surf and health and wellness markets. Additionally, Verde will support the Chums/Beyond Coastal marketing and branding efforts and spearhead the brands' new media presence going forward.

Chums now incorporates the Chisco accessory brand and purchased Beyond Coastal in early 2008. The strength of the two leading accessory brands brings forward a powerful market leader in the Chums accessory business. The Chums team is committed to helping its retail partners harness the amazing potential of solid margin add-on sales, high-yield per square foot accessories, and reputable products in the retail marketplace. Beyond Coastal will announce a relaunched web presence in the next month.

About Beyond Coastal/Chums

Founded in 1983 in Hurricane, Utah, Chums has been the leader in accessories in the outdoor for over 25 years. In Jan. 2007, Chums purchased Chisco, creating a stronger market position through the joining of the two leading accessory brands. The two brands are now known as Chums. In 2008, Chums purchased Beyond Coastal sun care products. Beyond Coastal now offers a complete line of sun protection and suncare formulations created for the active outdoor lifestyle.

About Verde PR & Consulting

Founded in 2001, Verde is a full-service public relations, communications, marketing, branding and consulting agency with an emphasis in corporate social responsibility and new media. Verde's signature, highly creative approach garners consistently strong results for our clients. Visit www.verdepr.com for more information.

Media Contact:

Verde PR & Consulting

Todd Walton

todd@verdepr.com

Kristin Carpenter-Ogden

kco@verdepr.com

970-259-3555