



September 22th 2010



From the 25th September to the 5th October, all the surfers on the planet will have their eyes fixed on South-west France for the big occasion that is the Quik Pro 2010. The sole French leg and the first event in Europe counting towards the 10 events in total on the ASP World Title Race, the Quiksilver Pro France is a must-see competition bringing together a whole host of shortboard stars on Aquitaine's most famous beachbreaks.

The backdrop for the event is a fierce battle for the title of World Champion 2010 amongst the elite men who have been reduced from 45 to 32 by virtue of the new rules of the ASP. This crown will be fought over between Kelly Slater (USA), current world n°1, who is at the pinnacle of his sport and is chasing an historic 10th title and the young South African prodigy, Jordy Smith, ranked number 2 in the world after Trestles (California). As well as the Australian Taj Burrow (number 3 in the world) and constantly searching for a world title, the Californian Dane Reynolds (currently 4th) and the reigning World Champion, Australian Mick Fanning (5th), all of whom are closely divided on points after Trestles and will be throwing themselves into the mix.

Set to take place at the end of September/beginning of October, which is the peak time for great swells on the Basco-Landaise coast, the Quiksilver Pro

France has, for almost a decade, been one of the most appreciated and most followed events on the ASP World Tour, attracting huge crowds on the beaches and an Internet audience via live transmissions.

Over the course of this 7th event on the elite mens' ASP pro circuit 2010, Quiksilver has arranged a programme of numerous other events. There will be a splendid opening night on Saturday 25th September organised by DC and Quiksilver, consisting of an FMX show from the best riders in the world including Robbie Madison (Aus) and Nate Adams (USA), as well as a live video/DJ show mixing images of surf/skate and snow in an unedited production along with the most anticipated viral video of this year: Gymkhana 3, with the driver (and co-founder of DC) Ken BLOCK in person. The night will be followed by a series of live concerts presented by Orange with a programme including the band OUTLINES who will play before the current electro/rock sensation, JAMAICA. The evening will climax to the funky sounds of DJ BREAKBOT.

Other key events over the period will be the final of the Quiksilver King of the Groms (an important competition for surfers aged 16 and under), as well as the European premiere of the most eagerly awaited surf movie of the year 'Scratching the Surface' featuring the young Quiksilver team rider star, Julian Wilson.

www.quiksilverlive.com

Two Generations, One Match.



Smith. His dazzling form, his ability to stay on top technically and his steely determination undoubtedly make him a candidate for the 2010 Crown.

More discreet but also formidable, the notable Australian surfer Taj Burrow, 3rd after Tahiti, is still in the game to clinch the world trophy he has been impatiently waiting for over almost a decade. One cannot forget the Australian, Mick Fanning (currently 5th in the world), double World Champion and twice winner in the Landes who is a constant threat. After his resurrection in Tahiti (winning against CJ Hobgood), Andy Irons has jumped to 10th place overall in the world rankings. The Hawaiian will perhaps not have the time to really threaten in the battle for the 2010 title, but his return to form at a strategic moment in the season has attracted a lot of interest. Furthermore, the surfer from Kauai has already won the Quiksilver Pro France 3 times.

Facing these steely 30-somethings on top of their game is a generation of iconic young surfers, led by the South African Jordy Smith. He is barely 22 years old and already the provisional number 2 in the world following a prime victory in his homeland at Jeffrey's Bay in July. Not forgetting the little Brazilian meteorite, Adriano de Souza, currently 7th in the world, who has been in the top 7 in the world for 3 seasons...

Between these two clans, sits the free-spirited Dane Reynolds, currently 4th in the world. The Californian is in only his 3rd season on the ASP World Tour but already figures among the notable surfers due to his radicalism, his style and the ease with which he pulls airs, which has influenced the whole Dream Tour. Dane Reynolds, a true free surfer, made the most progress within the ASP World Tour rankings last year and now looks for a first win in the elite surfing... AT the Quiksilver Pro France ?



placed European being provisionally ranked 14th in the world. Finally, the powerful Tahitian Michel Bourez (aged 24), who achieved his best result of the season in Brazil (5th) finds himself in 16th place on the world rankings, just above Jeremy Flores (21) with whom he shares a common sponsor: Moskova.

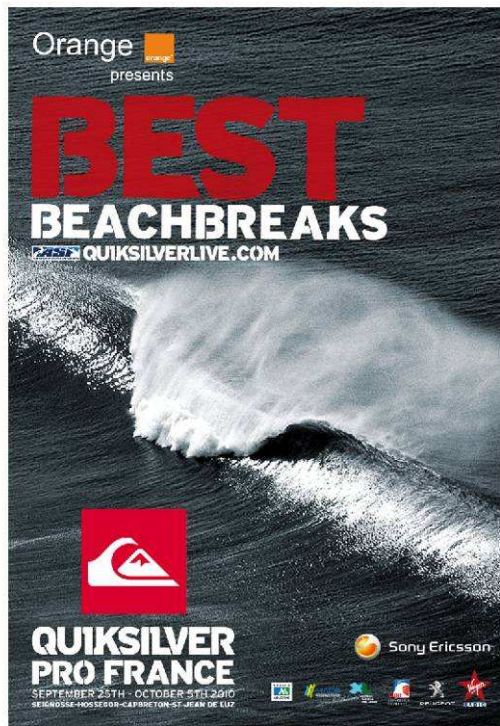
The eagerly awaited heroes of the continent, these three surfers who are used to the waves on Landes beaches have the ability to shine at home.

As for wildcards, Quiksilver has given two invitations to Julian Wilson, the Australian prodigy from Coolum Beach and winner of the 6-star at Arugam Bay in Sri Lanka last June as well as to the Reunion surfer Maxime Huscenot, reigning Junior ASP World Champion who already won in the Landes at the International final of the King of the Groms in 2008. He received his title from Kelly Slater, whom he could meet in the first round.

At the top of the ASP World Title Rankings (formerly WCT), a battle of nerves is raging between two generations.

The Floridian Kelly Slater, 9-times Champion of the World and new world ranking leader, is overtly pushing towards the achievement of an historic 10th world title. A victory at Bells Beach at the start of the season saw him leading the rankings as far as South Africa. After a hiccup at J-Bay where he finished 17th, the living legend of the surf world was back on form in Tahiti (semi-finalist) and Trestles where he got his 43rd win (an unbeaten record) on the Tour in 16 years. Kelly Slater is now 4500 points ahead Jordy

A Window of 11 Days and 80 Kilometres of Coast at Their Disposition



A window of 11 days is allocated to the organiser by the ASP to run the event, during which the effective length is only 3 days. In this interval, and by virtue of swell predictions, the contest directors – Landes local Charley Puyo and Australian Rod Brooks – will have to rack his brains to figure out when the prime moments are to run heats to allow the surfers to benefit from the best possible waves.

Four sites: Seignosse, Hossegor and Capbreton in the Landes region and St. Jean de Luz in the Basque Country will all be susceptible to having the best surfers in the world landing on their beach at any moment between the 25th September and the 5th October. Following in their wake will be the infrastructure required to organise an event on such an international scale.

Equipped with a fixed site that will be set closer to the competition time according to the position of sandbanks and peaks, the Quiksilver Pro France will also be equipped with a mobile structure that will be able to immediately relocate the contest site on the beach with the best conditions over an area of 80 kilometres. This is a logistical and human challenge, dictated by the golden rule of the sport: give the best surfers the best conditions. Of course, there will always be the

greatest respect for the environment. This structure has a high tech equipment in order to produce the best images and optimize the worldwide online transmission.

It's Official!

It's official; Culs Nuls beach in Hossegor will be the principal site for the Quiksilver Pro France. Two weeks before the start of the event, the famous naturist spot has several peaks spread over 400-500 metres. Contest Director Charley Puyo analyses the spot:

'This first and most northerly peak is on the border of the next beach Gardian Sud. There is a left but also a very powerful right from mid to low tide. At the moment, these waves are not frequent (there are not regular sets) but the break does pick up west and north-west swells really well.

The second peak is situated south of the rip, facing the lifeguard post on the beach at Culs Nuls. This is mainly a series of rights, which break as far as the 'Y' exits from the beach. These rights sometimes barrel and are powerful when there are medium to long swells from the north-west. It is difficult to determine the prime location two weeks before... but if the swell is there... bomb waves on the best beach break in the world will be there for all to see! Nevertheless, pay attention to the strong north to south current.

The third peak is a left and right situated just in front of the Y pathway. This peak – definitely best with a small tidal range and a long north-west swell – offers the very best sections and will allow for the most manoeuvres, The fourth peak, 100 metres to the south of the Y, works essentially with a north-west swell. When the other peaks are max-ing out, this peak offers a very fast right finishing on the sand.

The criteria we have used to select the site and these four peaks, take into account risks, speed and barrels. For all of these, obviously one needs the swell as well as the good sandbanks that we hope will not be too messed up by swells hitting before the start of the competition on 25th September.'

Surfers To Follow:

All eyes will be following the action at The Quiksilver Pro France, review of the main players at this the only French event of the ASP Mens World Tour.

MICK FANNING



AKA: Micktor, Eugene or White Lightning

DOB: June 13, 1981

Born: Penrith, New South Wales, Australia

Resides: Tweed Heads, New South Wales, Australia

Hobbies: Training or hanging out with friends

website: www.mickfanning.com.au

Height: 5'10" (177 cm)

Weight: 161 lbs (73 kg)

Stance: Natural

Sponsors: Rip Curl wetsuits and clothing, Reef footwear, Dragon eyewear, Red Bull energy drinks, Creatures of Leisure accessories, Vertra sunscreen, Skull Candy headphones and Zen Nutrition

Shaper: Darren Handley and Wade Tokoro

Magic Stick: 6'1"

Training Ground: Snapper Rocks

Favourite Wave: Any pointbreak

Favourite Manoeuvre: Hacks and tubes

Inspirations: Taylor Knox, Mark Occhilupo, Joel Parkinson, Dean Morrison, Nathan Hedge and Luke Egan

Current Rating (2010 season): 5th (after Trestles)

Career Winnings (2010): 74000 \$ (after Trestles)

Total Career Winnings: 1286601 \$

Best Result in 2010: 2nd Bells Beach (Australia)

Worst result in 2010: 9th Gold Coast (Aus) Brazil and Jefferies Bay (South Africa) and Tahiti

Achievements: ASP World Champion 2007 and 2009

12 ASP World Tour victories in 10 years of elite competition, with 2 victories at the Quiksilver Pro France (2007 and 2009).

A story worthy of a novel, the surfing prodigy since a young age courted by the surf industry, Mick Fanning overcame the tragic loss of his older brother Sean to lead an unprecedented rise to the top of the surfing world alongside the coolie kids (Joel Parkinson, Dean Morrison who all originate from Coolangatta). Rookie of the year in 2002, the Fanning Comet suffered a terrible leg injury in 2004 before raising the roof of the surfing world for the first time in 2007, then a second in 2009. World title holder Mick Fanning is a model of both physical and mental tenacity. In an era dominated by Andy Irons and Kelly Slater, the one sometimes known as Eugene was the first to bring the supreme trophy back to Australia since Mark Occhilupo in 1999. After marrying Karissa at the start of 2008, Mick Fanning knew that 2008 was one to get his teeth into, with stops on the Gold Coast, Jeffreys Bay and Trestles, but overall his results relegated him to 8th place by the end of a season in which Kelly Slater took his sacred 9th World Title. He took revenge in 2009 after a solid year and an impressive victory at the Quiksilver Pro France in Les Landes. Moreover it seems this event of the Dream Tour is particularly important for the Australian, as he has gone on to win his world titles after first imposing his domination on the Quiksilver Pro.

KELLY SLATER



AKA: Slates
DOB: February 11, 1972
Born: Cocoa Beach, Florida, USA
Resides: Florida, California and Hawaii, USA
Hobbies: Golfing, playing music or fishing
website: www.kellyslater.com
Height: 5'9" (175 cm)
Weight: 160 lbs (72.5 kg)
Stance: Natural
Sponsors: Quiksilver wetsuits and clothing, FCS Fins and Channel Islands surfboards
Shaper: Al Merrick
Magic Stick: 5'10"
Training Ground: Rincon
Favourite Wave: Kirra and Pipe
Favourite Manoeuvre: Airs and barrels
Inspirations: Tom Curren, Tom Carroll, Mark Occhilupo, Martin Potter, Andy Irons and Shane Dorian
2010 Rating: 3rd
Current Rating (2010 season): 1st (after Trestles)
Career Winnings (2010): 179000 \$ (after Trestles)
Total Career Winnings: 2174255 \$
Best Result in 2010: Winner Bells Beach (Australia) and Trestles (CA, USA)
Worst result in 2010: 17th Jeffery's Bay (South Africa)
Achievements: 9 times ASP World Champion 1992, 1994, 1995, 1996, 1997, 1998, 2005, 2006 and 2008
43 ASP World Tour Victories in 16 years of elite competition. Kelly was the youngest World Champion aged 20 and also the oldest aged 36. He is one of the rare surfers to surf a perfect heat (20/20 at Tahiti in 2005).

Kelly Slater's sheer domination of competitive surfing is something that has not only gone unmatched in the sport, but across all sports in the history of mankind. Touted by many as one of the greatest athletes of all time, the nine-time ASP World Champion sank his teeth into competitive surfing against legends such as Tom Carroll or Martin Potter and the surfing icon has only improved with age.

The Floridian prodigy began his ASP World Title legacy when he claimed his first title in 1992 and followed up by conquering the majority of the '90s, placing six ASP world title trophies on his mantelpiece throughout the decade. Slater returned to competition after a brief sabbatical from 1999-2001, tackling the new millennium's arsenal of talent including Andy Irons, Mick Fanning and Joel Parkinson and proved he hasn't lost his touch, claiming three additional titles since his return. After an up-and-down year in 2009, Slater has remained cautious in revealing his plans for a full-time attack on the ASP World Tour for 2010, so the question is, will the legend go for an unprecedented 10th ASP World Title this year?

Leading the ratings before Jeffrey's Bay, Kelly Slater was prematurely eliminated in Round 3 (his worst result of the season) before shining again in Tahiti to finish 3rd and getting an historic 43rd win in Trestles a few days ago. World Ranking leader after Trestles, ahead of the new star Jordy Smith (South Africa) Slater is hunting his tenth World Title. The end of the World Title race for 2010 is going to be epic.

JORDY SMITH



AKA: Jordy

DOB: February 11, 1988

Born: Durban, South Africa

Resides: Durban, South Africa

Hobbies: Soccer and tennis

website: www.jordysmith.com

Height: 6'2" (188 cm)

Weight: 190 lbs (86 kg)

Stance: Natural

Sponsors: O'Neill wetsuits and clothing, Red Bull energy drinks, JS Industries surfboards, DVS footwear, Vestal watches and DaKine accessories

Shaper: Jason Stevenson

Magic Stick: Coming soon...

Training Ground: New Pier

Favourite Wave: New Pier, J-Bay, Snapper

Favourite Manoeuvre: Barrels

Inspirations: Coming soon...

Current Rating (2010 season): 2nd (after Trestles)

Career Winnings (2010): 113750 \$ (after Trestles)

Total Career Winnings: 410280 \$

Best Result in 2010: Winner Jeffrey's Bay (South Africa)

Worst result in 2010: 17th Tahiti

Achievements: 1 victory in 3 years of elite competition. His ASP World Tour rating in 2008 was 26th and 11th in 2009.

Since establishing his place in the surfing world hierarchy in 2008, Jordy Smith incarnates the next generation of surfing and a resolutely progressive style of surfing, following the air maestro Dane Reynolds (USA). Born in Durban, the oversized South African recently won his first top class victory at Jeffrey's Bay on waves he certainly knows better than anyone. At just 18 he had already shone by finishing 3rd at the event in 2006 competing as a wildcard.

Encouraged by the sound of Vuvuzelas, Jordy Smith displayed a near perfect performance at home to win his first elite victory, as Kelly Slater had predicted he would. In the semi-final he beat Bede Durbidge, heroically surfing down to the wire. The kid from Durban sparkled against young Adam Melling, taking a first wave of 8.9 out of 10 and finished the job with a 9.03 out of 10 on the long rights. His innovative and inventive surfing has placed him within just a few months as one of the future World Title contenders. He is today positioned to take his first World Title aged 22. The young genius may be n°2, but knows it's not a safe place to be, even though his confidence has risen throughout his 2010 campaign.

DANE REYNOLDS



AKA: Bro

DOB: September 7, 1985

Born: Long Beach, California, USA

Resides: Ventura, California, USA

Hobbies: Drinking more beer

website: www.marinelayerproductions.com

Height: 6'0" (183 cm)

Weight: 175 (79.4 kg)

Sponsors: Quiksilver wetsuits and clothing, Channel Islands Surfboards and accessories, DC shoes, Monster energy drinks and Ventura Surf Shop

Stance: Natural

Shaper: Al Merrick

Magic Stick: 5'8"

Training Ground: Ventura

Favourite Wave: Trestles

Favourite Manoeuvre: Airs

Inspirations: (Brother) Brek's layback carves

Current rating (2010 season): 4th (after Trestles)

Winnings in 2010: 70500 \$/ Total career winnings: 314775 \$

Best result in 2010: 3rd on the Gold Coast (Aus), in Brazil and Trestles (USA)

Worst result in 2010: 17th at Bells Beach (Aus)

Achievements: ASP World Tour Rookie of the Year (2008), 2010 is his 3rd season on the elite Tour.

Upon his arrival at the top flight of world pro surfing 2008, Dane Reynolds, with his new-school surf, cut an extra-terrestrial figure among those already within the realm of surf competitions. His laid-back approach, considered by some to be unorthodox and his extraordinarily creative inspiration in the water made him one of the favourite surfers among the elite and an authentic icon for the young generations. The Californian surfer, originally from Ventura, is probably the most talented aerialist surfer, capable of the most unbelievable manoeuvres. His apparent nonchalance conceals a fiery temperament and a unique genius. His ascension within the elite is dazzling: from 22nd place on the world rankings in 2008 to his 10th place in 2009, Dane Reynolds made the most progress within the ASP World Tour rankings last year. What is certain is that the man who is a true free-surfer in his soul has become one of the contenders for the ASP World Tour podium. Still chasing his first tour victory, the free-spirit of pro surfing is waiting to profit from the changes in the points system to showcase his particular skills: an unparalleled ease in the air and an atypical flow.

JEREMY FLORES



AKA: Jezza
DOB: April 27, 1988
Born: Reunion Island
Resides: New Caledonia and Capbreton
Hobbies: Fishing, Jiu-jitsu and hanging with the boys
Websites: www.quiksilver.com ; www.jeremy-flores.com
Height: 5'8" (174 cm)
Weight: 150 lbs (68 kg)
Stance: Natural
Sponsors: Quiksilver wetsuits, clothing and surfboards, Orange mobile and Moskova underwear
Shaper: Quiksilver surfboards (mark Phipps, Bradley and Simon Anderson)
Magic Stick: 5'11" x 17 7/8" x 2 1/8"
Training Ground: Capbreton beachbreaks
Favourite Wave: New Caledonia
Favourite Manoeuvre: Tubes
Inspirations: Andy Irons and Kelly Slater
Current rating (2010 season): 21st (after Trestles)
Winnings in 2010: 47000 \$ / Total career winnings: 376935 \$
Best result in 2010: 3rd in Tahiti
Worst result in 2010: 33rd at Jeffrey's Bay (South Africa)
Achievements: ISA World Champion 2009, ASP Rookie of the Year (2007), ASP WQS World Champion (2006), ASP European Champion (2005)

The young French prodigy caused a stir when he dived into the superior talent pool of professional surfing. Unbeatable from a very young age, Jeremy Flores is still only 22 and already has an exceptional list of achievements. ASP European Champion in 2005, Champion of the WQS tour in 2006, Jeremy became the youngest surfer in history to reach the elite level of ASP professionals at the age of 18. His first season in the Top 45 in the world was celebrated with the title of Rookie of the Year and a ranking of 8th place in the world, which was exceptional for someone of his age and level of experience.

In the 2008 season, Jeremy Flores gave a similar quality performance, following a remarkable path through the ranks to again finish in the top 10 in the world. While focusing on his physical preparation to improve his power, Jeremy declared the 2009 season to be a transition period for his surfing. Unfortunately, the French surfer injured his foot. He surfed the Quiksilver Pro France basically on one foot and then had to pull out of the Spanish and Portuguese legs to recuperate. His strength of character, however, assured he could remain on the ASP World Tour thanks to the results he had secured in 2009 (rather than relying on an injury wild card).

The start of his 2010 season was admirable despite some very narrow defeats in heats. In Tahiti, the team Quiksilver surfer leapt up the ranks following an incredible performance. Despite some mushy conditions and a Teahupoo far from its best, Jeremy surfed with dazzling ability and found some excellent, not to mention rare, waves to propel him into the semi-finals, overcoming obstacles along the way. Thanks to his 3rd place finish, Jeremy is now close to the Top 20 in the world. This is excellent news going into the second half of the season, with Trestles next, then home to the Landes for the Quiksilver Pro France.

QUIKSILVER PRO FRANCE WILDCARDS

JULIAN WILSON



Born: 8th November 1988 on the Sunshine Coast, Australia

Lives: Coolum Beach, QLD (Australia)

Sponsors: Quiksilver, Red Bull, Oakley, DC, Black Line, LSD, Titleist

It's no wonder. His mum, Nola, recalls his first sessions unfolding about the time he was taking his first steps. Those early rides were had at First Point on the front of a 9'1" driven by his Dad. By age three his mum was pushing him onto insiders at First Point while his dad, Mick, and two older brothers, Seb and Bart, surfed out the back. A few years later Julian was old enough to steer his own craft and he and Nola joined Mick, Seb and Bart in the line up. Once he was a strong enough swimmer and able to surf without assistance Julian progressed swiftly. Here's a quick rundown... At the age of nine he picked up his first sponsor. At 12 he won the Queensland titles. After winning the state titles he was asked to ride for Quiksilver. At 14 he collected the Australian Junior Longboard title. Throughout his teenage years he won numerous Pro Junior events in Australia and claimed the ISA World Junior Championship in 2006. In 2007 he invented his own manoeuvre called the Sushi Roll [a backside aerial that's part superman, part inverted 360]. That same year he accepted the "Best Male Performance" for his section in Young Guns III at the annual Surfer Poll Awards and beat Kelly Slater as a wildcard in the Quiksilver Pro on the Gold Coast. In 2008 Julian signed with Red Bull, was named the best junior surfer in Australia by ASL magazine and won \$25,000 in the O'Neill Mission, an invitational event staged in France. With his junior career finishing up in 2008 Julian opted to take a break from full-time competition in 2009 to work on a surf film. The movie, titled *Scratching the Surface*, will be released during the Quiksilver Pro France n Europe.

A serious ankle injury forced him to postpone his return to competition, but since he came back, thanks to a wildcard for the 6-star WQS in Arugam Bay, Sri Lanka last June, Julian Wilson (aged 21) clearly showed his adversaries he had a strong hand to play. Nevertheless, the surfer from the Sunshine Coast is still waiting to accumulate enough points to climb the ASP World Tour Rankings (he is currently 73rd in 2010) and find his way onto the men's elite world tour.

MAXIME HUSCENOT



Born: 17th May 1992 in Valence (France)

Lives: Reunion Island (France)

Sponsor: Quiksilver

In January 2010, Maxime Huscenot won the very prestigious ASP Pro-Junior World Championships in Narabeen, Australia. This was a sizeable achievement because no French or European surfer had ever established themselves in this competition that is the antechamber of the ASP Pro circuits. He claimed this victory at the expense of the favourite Alejo Muniz in the semi-final, then a surfer who had been promoted to the elite ranks, Jadson Andre in the final, propelling Maxime into the spotlight of international surfing. Before this master stroke, the likeable and humble Reunion surfer, who is close to the Flores family, had already accumulated a fine list of achievements having won the final of the King of the Groms in Capbreton (in the 16 and under category) and having finished 3rd in the ISA Junior World Championships in 2009.

Aged 18, the surfer from team Quiksilver will benefit from a wildcard to participate in the Quiksilver Pro France with the objective being to gain experience at this high level.

The ASP World Title Race.... The new ASP format

The Quiksilver Pro France 2010 will be notable in that it will be the first time the event will run under the new rules of the ASP World Tour. Here are the essentials on the new format...

Until 2010, the Association of Professional Surfers (ASP) that regulates pro surfing at the world level, recognised a world elite of 45 surfers within the ASP World Tour (formerly WCT), competing in 12 events from February to December. From the second international division, the World Qualifying Series, on average 15 of the best surfers would qualify at the end of the season into the elite, whilst the worst performers from the ASP World Tour would be relegated for the following season.

The ASP decided to develop the rules of the tour and to spice up the battle for the title of ASP World Champion by reducing the contingent of elite surfers, ensuring increased movement between the most referenced tour, the ASP World Tour and those aspiring to the supreme tour, all of whom are placed on the ASP World Rankings.

Of the 45 surfers competing in the first 5 events of the 2010 season (Gold Coast Australia, Bells Beach Australia, Brazil, Jeffrey's Bay South Africa and Tahiti) only the top 32 on the ASP World Title rankings after Tahiti remained within the elite to continue on the ASP World Tour for the final 5 events; Trestles USA, the Quiksilver Pro France, Peniche Portugal, Puerto Rico and Hawaii.

At the end of the 2010 season, only the top 22 surfers on the ASP World Title rankings will remain among the elite, to be joined by the top 10 from the ASP World Rankings (counting together all the results from the ASP competitions over the year). Tightened up in this way, the world elite will have no respite, having to produce their best surfing from the first to last rounds of each of the 10 events in the world championships. There will no longer be the possibility of a surfer resting on his laurels over the course of the year.

In summary, the level will intensify within the two tours and the competitors on the ASP elite circuit will have to try and stay permanently close to the top to eliminate any risk of them being relegated during the season. More true to sportsmanship and rewarding those surfers currently on form, this new ASP format will certainly spice up the battle for the title of World Champion.

www.aspworldtour.com

New judging criteria

With a number of enhancements being activated on the ASP World Tour this season, the ASP Judging Criteria has been refined to reflect the progression of the sport.

"It's paramount that the ASP Judging Criteria evolve to reflect the ever-progressing envelope of high-performance surfing," Perry Hatchett, ASP Head Judge, said. "The revision of the criteria for 2010 is the result of discussions between our respected panel of judges as well as the world's best surfers."

The ASP Judging Criteria for 2010 and beyond is as follows:

Surfers must perform to the ASP Judging Key Elements to maximize their scoring potential.

Judges analyze the following major elements when scoring waves:

- Commitment and Degree of Difficulty
- Innovative and Progressive Manoeuvres
- Combination of Major Manoeuvres
- Variety of Manoeuvres
- Speed, Power and Flow

* It is important to note that the emphasis on certain elements is contingent upon the location and the conditions on the day, as well as changes of conditions during the day.

Scale Utilized:

[0.0 – 1.9: Poor] [2.0 – 3.9: Fair] [4.0 – 5.9: Average] [6.0 – 7.9: Good] [8.0 – 10.0: Excellent]

"The last part of the revised ASP Judging Criteria is crucial," Hatchett said. "Surfers and fans need to understand that certain aspects of surfing score higher depending on the location and the conditions at that location. For example, the same approach to surfing in classic Trestles conditions will not score the same when applied to classic Pipeline conditions – classic Trestles conditions call for more Innovative and Progressive Manoeuvres whereas classic Pipeline conditions call for more Commitment and Degree of Difficulty."

ASP World Tour 2010 Calendar

Dates	Location	Event	Prize money	Winner
1- Feb 27-Mar 10	Gold Coast,Qld-Australia	Quiksilver Pro	\$400,000	Taj Burrow
2- Mar 30-Apr 10	Bells Beach,Victoria-Australia	Rip Curl Pro	\$400,000	Kelly Slater
3- Apr 23-May 2	Santa Catarina-Brazil	Santa Catarina Pro	\$400,000	Jadson Andre
4- Jly 15-25	Jeffreys Bay-South Africa	Billabong Pro	\$400,000	Jordy Smith
5- Aug 23-Sep 3	Teahupoo,Taiarapu-Tahiti	Billabong Pro Teahupoo	\$400,000	Andy Irons
6- Sep 12-18	Trestles,California-USA	Hurley Pro	\$400,000	Kelly Slater
7- Sep 25-Oct 5	South West Coast-France	Quiksilver Pro France	\$400,000	n/a
8- Oct 7-18	Peniche-Portugal	Rip Curl Pro	\$400,000	n/a
9- Oct 30-Nov 10	Puerto Rico	Rip Curl Search	\$400,000	n/a
10- Dec 8-20	Banzai Pipeline,Oahu-Hawaii	Billabong Pipe Masters	\$400,000	n/a

ASP WORLD TITLE ranking after Trestles:

Rating	Name	Country	TotalPoints
1	Kelly Slater	USA	40000
2	Jordy Smith	ZAF	35500
3	Taj Burrow	AUS	30500
4	Dane Reynolds	USA	30250
5	Mick Fanning	AUS	29500
6	Bede Durbidge	AUS	27250
7	Adriano De Souza	BRA	25000
8	Owen Wright	AUS	22750
9	Adrian Buchan	AUS	22000
10	Andy Irons	HAW	21500
11	C.J. Hobgood	USA	19750
12	Damien Hobgood	USA	18750
13	Jadson Andre	BRA	18250
14	Tiago Pires	PRT	18000
15	Bobby Martinez	USA	17500
16	Fredrick Patacchia	HAW	16750
16	Michel Bourez	PYF	16750
18	Chris Davidson	AUS	16500
19	Joel Parkinson	AUS	15750
20	Adam Melling	AUS	15000
21	Jeremy Flores	FRA	14750
22	Kieren Perrow	AUS	12250
23	Taylor Knox	USA	11500
23	Patrick Gudauskas	USA	11500
25	Luke Stedman	AUS	11250
25	Dusty Payne	HAW	11250
25	Matt Wilkinson	AUS	11250
28	Brett Simpson	USA	10000
29	Roy Powers	HAW	9500
30	Kai Otton	AUS	9000
31	Daniel Ross	AUS	8750
31	Luke Munro	AUS	8750
31	Travis Logie	ZAF	8750
34	Tom Whitaker	AUS	6750
35	Gabe Kling	USA	-

Saturday September 25th: an exceptional opening night in Hossegor
DC All in Show/ JAMAICA in concert along with OUTLINES and DJ BREAKBOT presented by Orange.

At the Quiksilver Pro France, the only French stage of the ASP Men's World Surfing Championships, Quiksilver and DC are joining forces to put on a stunning (and free) opening evening, at the Place des Landais in Hossegor on Saturday, September 25th 2010.

Act I – The "DC ALL IN SHOW" – 8pm - 10.30pm



For close to two and a half hours, DC will be taking concertgoers on a journey of discovery into its universe. On the programme: **FMX show, live vidjing** (skate, snow, surf) and an exclusive presentation of Gymkhana 3 in the presence of **Ken**

Block... Hold on tight!

The evening will kick off with a **FMX demonstration** at the Place des Landais, featuring icons of the genre including **Robbie Maddison (Aus), star of the last X Games, Nate Adams (USA) and Adam Jones (USA)**, all members of Team DC. Not forgetting Charles Pages and other guests, who'll be completing this exceptional line-up of riders.

That will be followed by a **"Live Vidjing" show** combining the best action video sequences featuring Team DC, with breathtaking sound and lighting effects in a spectacular new audiovisual experience.

The "DC ALL In Show" will round off with the exclusive presentation of **GYMKHANA 3*** in the presence of **KEN BLOCK**.

Co-founder of the DC brand, a subsidiary of Quiksilver, and a successful WRC rally driver, Ken Block became an Internet sensation with his adventures and skills at the wheel. Acrobatic sequences featuring Ken Block's exploits in his rally car shot straight to the top of the viral video charts, and have clocked up over 70 million views. The forthcoming release of Gymkhana 3 is already generating unprecedented levels of anticipation. In it, Block and his 2011 Ford stretches the laws of inertia to new limits with expertly controlled drifts to the last millimetre. The video has an exclusive soundtrack by The Cool Kids and an aesthetically superb and spectacular production. Not for the faint-hearted!



Act II – Orange presents JAMAICA, Outlines and DJ Breakbot live in concert – 22h30



It's the musical highlight of the Quiksilver Pro France 2010.

The electro-rock group JAMAICA (formerly Poney Poney) will be performing live on stage at the opening evening at the Place des Landais in Hossegor, on Saturday September 25th. Presented by Orange, the free concert will be held in the open air, and the audience are in for a real treat as the group, made up of Antoine Hilaire and Florent Lyonnet, is one of the biggest names on the music scene currently. The duo are the hottest electro outfit around right now, and are proud of their rock and pop

influences and shared heritage with classic French electro acts like Daft Punk and Justice. In fact, Justice's Xavier de Rosnay produced the excellent debut album by Jamaica, 'No Problem'.

OUTLINES, an iconoclastic group with a sound that's a blend of soul, jazz and 80s, will be opening for JAMAICA. Having gained critical acclaim with their first opus "Our Lives Are Too Short", the group's music is distilled into funky baselines, hip-hop beats and house. Their infectiously catchy compositions have been described as "futuristic motown" by none other



than the legendary George Clinton.

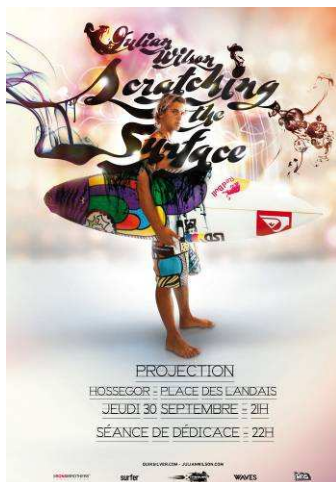
Rounding off the evening's entertainment is the excellent **DJ BREAKBOT** (Thibaut Berland), whose funk remixes are already going down a storm on the club scene (and even accompanying the opening titles of Canal+ show "Grand Journal"). He'll get the whole crowd up and moving - nobody is immune to his beats! Recently signed up to the Ed Banger label, DJ Breakbot is the electro revelation of the year.

BREAKBOT (Ed Banger - Fr) www.myspace.com/dothefunkybot

JAMAICA



Other events taking place during the Quiksilver Pro France



"Scratching the Surface" movie

This is the most anticipated surfing movie of the year and the French public will have the privilege of seeing it at the Quiksilver Pro France. Produced by the Irons brothers, "Scratching the Surface" promises to be a "must see" for the genre with its breathtaking surfing sequences. The casting has something for everyone: filmed around the very inventive Julian Wilson, who spent a whole year participating in the shooting before moving on to the seniors, the cast features Dane Reynolds, Dusty Payne, Taj Burrow and Mick Fanning. Directed by Matt Beauchesne and filmed across the finest surfing spots of the world (South Africa, Australia, Indonesia, Mexico, Nicaragua, Panama, California, Hawaii, France, Spain, Brazil ...), the film boasts a range of HD production values worthy of traditional cinema and immerses the viewer into the world of one of the most promising figures of surfing today: Julian Wilson.

The International Final of the Quiksilver King of The Groms



While the world's elite in men's shortboard will come together in France to participate in the 7th event of the ASP Tour, the cream of the crop of surfers 16 and under will simultaneously compete in the Quiksilver King of Groms International Finals.

The top competition for this age group category for over 10 years, the event will bring together the 18 best young international surfers who have qualified through the circuit's various qualifying events held throughout the year. Jeremy Flores, Aritz Aranburu, Wiggolly Dantas and most recently Maxime Huscenot and Gabriel Medina have all won this prestigious event that has become a rite of passage for anyone aspiring to a career in professional surfing.

Since he won the European Final in Zarautz on July 30th

in front of 16 years old boys, Italian prodigy Leonardo Firoavanti - 12 years old ! – will be the one to look at during the International Final. Among the favourites, keep an eye on Matt Banting (Aus) and Vasco Ribeiro (Port) !

The first round will be held from 24th September. Info: www.quiksilverlive.com

LIVE WEBCAST : The Quiksilver Pro France, as if you were there...

This year, with the support of Orange, the Quiksilver Pro France has once again established live production facilities for high quality, high definition programming, to allow millions of Internet users to follow the entire event live. In addition to the competition results in real time, commentary will be provided in 3 languages (eng/fr/port) by specialists and pro surfers, with other features including the 'Heat and waves on demand' - best of the best waves and heats of each round - and the distribution of 'broadcast' images for television feeds.

Many other new items are available on quiksilverlive.com : the 'Quiksilver blog' to get the news of the contest and a backstage access to the parties, the 'Quik question box' (where pro surfers answer to web users in a US caravan), an HD webcam to check La Centrale, Le Prévent and Santocha spots, a subscription service for twitter alerts, the game 'Your riding' where players can surf the Quiksilver Pro France waves by themselves or with their friends via facebook...

For the first time iPhone users will be able to follow the Quiksilver Pro France via 3G and wireless, by uploading Quiksilver and Quiksilverlive applications.

Programme, news / information, results, photos and all the images live on the Quiksilver Pro France available at:

www.quiksilverlive.com

and on quiksilver and quiksilverlive applications for iPhone users

The Programme

Friday 24th

CONTEST SITE

King of The Groms World Final : 1st round*

6 pm **QUIKSILVER BOARDRIDER - CAPBRETON**

Press Conference - *By invitation only*

CONCERT : ROB SAWYER AND WILLY & The BANDITS

Saturday 25th

CONTEST SITE

Quiksilver Pro France Waiting Period start*

5 pm **BAYA HOTEL - CAPBRETON**

DC ALL IN SHOW :

FMX- Live Vidjing - Gymkhana 3

CONCERTS : OUTLINES, JAMAICA, BREAKBOT

Monday 27th

BOARDRIDER CAPBRETON

7 pm Quiksilver Women by Bara Prasilova Photo Exhibition

Acoustic Set by JULIE BOULANGER with her band « FRECKLES »

DJ Set MAHARA MC KAY

9pm BARCO LOCO SEIGNOSSE LE PENON

THE TATIANAS – guest : BABY BLAST

Tuesday 28th

PLACE DES LANDAIS – HOSSEGOR

10 pm Eddie Aikau movie screening : EDDIE'S DAY

11 pm CONCERT : MICHA SPORTELLI

Thursday 30th

9 pm **PLACE DES LANDAIS - HOSSEGOR**

Julian Wilson movie screening : SCRATCHING THE SURFACE

10 pm Signing Session with Julian

Friday 1st

CAFE DE LA GARE - CAPBRETON

8 pm CONCERTS : QUEEN OF DIAMONDS, HELLTRIP

Saturday 2nd

ROCK FOOD - HOSSEGOR

9 pm - 11 pm MOSKOVA party - *By invitation only*

11 pm MOSKOVA party

** Depending on contest planning*

The QUIKSILVER PRO France Collection 2010

A real survival kit, the Quiksilver Pro France collection 2010 comprises of a T-shirt, jacket, beach towel, cap, Sweatshirt and boardshorts, specially designed for the event.

NB: The Quiksilver Pro Boardshort in Diamond Dobby, an ultra-innovative material derived from wetsuit and snow gear technology that offers an optimum level of technicality: its structure in 3D diamond tiling, reduces contact with the surface of the skin by 30%, minimising the risk of abrasions and making the drying of the shorts twice as fast.

Also the Quiksilver Pro T-shirt, 2010 in 100% organic cotton. Colours: black, grey, white.

