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For immediate release

Stellar Partners Adds Multiple Ron Jon Surf Shop® Airport Locations

Tampa, FL, November 9, 2004: Stellar Partners, Inc. is developing three new Ron Jon Surf Shop® airport locations, all scheduled to open before summer 2005. Each store will carry a wide variety of branded apparel, accessories, home décor, and of course, surfboards. New locations will open at Tampa International Airport, Newark Liberty International Airport, and Miami International Airport.

Stellar Partners opened the first ever airport Ron Jon Surf Shop at Orlando International Airport in April 2004, where sales immediately exceeded expectations and continue to grow. "Expanding the Ron Jon concept is a result of the first store's extraordinary success," said President Susan Stackhouse. "We are thrilled that other airports and their developers have recognized that success and invited us to be part of their retail programs."

The retail program at Orlando International Airport is operated by Westfield Concession Management. Vice President of Airport Retail Management Kelly M. Price is confident about long-term success. "Westfield is proud to have Ron Jon as a partner in the Orlando International Airport," she said. "Since opening last April, Ron Jon has been one of our strongest performing stores. The beach-like atmosphere within the store is very appealing to this airport audience, and we expect Ron Jon to continue to prosper and excel in the coming years."

"We are delighted to expand our association with a quality company like Stellar Partners," said Ed Moriarty, Ron Jon's president. "We look forward to the introduction of the Ron Jon brand in three more gateway airports near our existing Ron Jon Surf Shop locations."

In anticipation of business development, Stellar's web site now features virtual store tours. This functionality allows airport managers and concessions developers to see Stellar stores from floor to ceiling, from entrance to back wall, and every fixture and product in between – without leaving the office. They are accessible at www.stellarairportstores.com.

Stellar Partners operates Ron Jon Surf Shop through an exclusive licensing agreement, and is the only U.S. airport licensee.

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About Stellar Partners, Inc.

Stellar Partners is a DBE-certified airport retail operator of News & Gifts Shops, Duty Free Stores, Ron Jon Surf Shop®, and Mindworks®, a children's toy and gift shop developed specifically for the airport environment. Established with a single location in 1965, the company has grown to 24 stores in nine U.S. airports. Visit Stellar Partners online at www.stellarairportstores.com.

About Ron Jon Surf Shop

Ron Jon Surf Shop was founded in 1961 when surfing enthusiast Ron DiMenna began selling surfboards at his tiny oceanside shop in Long Beach Island, N.J. The lifestyle-apparel and board-sports-equipment retailer has since opened stores in Cocoa Beach, Ft. Lauderdale and Orlando Fla., and Orange, Calif. The company's flagship store in Cocoa Beach is the world's largest surf shop and operates 24 hours a day, 365 days a year.

Visit Ron Jon Surf Shop online at www.ronjons.com.

For More Information:

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