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**VOLCOM TO OPEN FIRST HAWAI'I ISLAND STORE**

*Top active fashion brand coming to Queens' MarketPlace*

For immediate release

Waikoloa Beach Resort, Hawai'i—Queens' MarketPlace announces that Volcom, a modern lifestyle brand that embodies the creative spirit of youth culture, will open its first Big Island store at the popular shopping center by the end of this year.

Founded in 1991 on the principles of "liberation, innovation and experimentation," Volcom products are designed for people with a passion for art, music, film, skateboarding, surfing and snowboarding. With designs for men, women and youth Volcom incorporates a distinctive mixture of fashion and function combined with quality, comfort and athletic performance.

"Volcom is excited to be opening our first store on the Big Island at Queens' MarketPlace," said Volcom's Senior Director of Retail, Rocky Taylor. "We have four other stores in Hawai'i and feel this location will be a great addition."

Bringing its creative energy to Queens' MarketPlace, Volcom joins a growing family of shops and boutiques, galleries, services and restaurants within award-winning Waikoloa Beach Resort.

"We're looking forward to working with the Volcom team to help build excitement for their opening, and add their lifestyle products to our already-great lineup of sports and activities, and the gear to go with them," said Scott Head, Vice President of Resort Operations. "Their new shop is great news for visitors and our resident kama'āina as well."

Since it opened in 2007, Queens' MarketPlace in Waikoloa Beach Resort has earned a reputation among visitors and kama'āina as "the gathering place of the Kohala Coast," full of shopping opportunities, services and great food, along with entertainment and arts programs, movies under the stars and large-scale concerts in Waikoloa Bowl at Queens' Gardens. For more information, visit [www.QueensMarketPlace.net](http://www.QueensMarketPlace.net) or call 886-8822.

For more information on VOLCOM, please visit [www.volcom.com](http://www.volcom.com). Volcom is part of the Kering Group, a world leader in apparel and accessories which develops an ensemble of powerful Luxury and Sport & Lifestyle brands. <http://www.kering.com>