

News Release

FOR IMMEDIATE RELEASE

Shari Hindman/Integral Marketing, Inc.

303.499.9665

shari.hindman@integralmarketing.biz



111 Jennings Drive, Watsonville, CA 95076

**Surfers From Around the World Prepare for the Nordic Naturals®
Lofoten Masters October 10-13
*Norwegian Competition Announces Events and Entrants***

Watsonville, CA (September 26, 2013) Nordic Naturals® Lofoten Masters, the world's northernmost surf competition, is gearing up for this year's international competition and is getting close to their goal of 100 international surfers. Skilled surfers from around the world include Pat Millin (USA), Shane Desmond (USA), Remi Petersen (South Africa), Freddie Meadows (Sweden), Andrew Lange (South Africa), and Timothy Latte (Sweden). A complete list of entrants can be found at <http://lofotenmasters.com/index.php?page=participants>. Places remain open in five classes of entry including Master, Open, Ladies, Junior, and Longboard. Interested surfers can sign up online at www.lofotenmasters.com.

Lofoten Masters is offering cash prizes totaling \$10,000 USD and will be held in two locations of the Lofoten Islands in northern Norway: the famous Unstad Bay with world class waves located at 68 degrees North in the Atlantic Ocean, and the city of Flakstad, located near the southern end of the Lofoten archipelago. This year's competition will include an added Norwegian surf championship. To enjoy video highlights see <http://vimeo.com/73442856#>.

According to Ole Kristian Larsen, one of the organizers of this year's event, "We've put together an amazing program of live music, storytelling, an award ceremony at the Viking Museum plus a photo and video contest." Up-to-date coverage can be found on Facebook at <http://www.facebook.com/LofotenMasters>.

Made by surfers for surfers, the Nordic Naturals Lofoten Masters is an independent event hosted by two local board riders clubs, Lofoten Ekstremспортklubb and Arctic Surfers, along with Unstad Arctic Surf. The primary sponsor of the event is industry leader Nordic Naturals, the #1 selling fish oil in the United States, committed to delivering the world's safest, most effective omega oils to over 35 countries. Nordic Naturals was born in Arctic Norway, where founder Joar Opheim grew up and where fish oil is a part of everyday life. Additional sponsors include Unstad Arctic Surf, Flakstad Utvikling, 50/50, Vestvågøy Kommune, and Lofoten Sparebank. Other supporters include, Nordic Surfers Mag, Frost Surfboards, Sunpocket, Lofotr, Lofoten Viking, Lofotentreprenør AS & Eureka.

Based in Watsonville, CA, Nordic Naturals is committed to delivering the world's safest, most effective omega oils to help provide the essentials of an extraordinary life. The company offers more than 150 products in a variety of flavors and formulations, all in line with leading standards for safety, efficacy and sustainability. By providing omega oil supplements for adults, kids, athletes and pets, Nordic Naturals helps everyone do more of what they love. See www.nordicnaturals.com. Nordic Naturals is on Facebook at www.facebook.com/nordicnaturals and people can follow the company on Twitter at @NordicNaturals.

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