



Company Contact: Bruce Thomas  
Vice President, Investor Relations  
Quiksilver, Inc.  
(714) 889-4425

Kim Dresser  
Vice President, Public Relations  
DC Shoes  
(760) 597-3248

## **Quiksilver Names Anton Nistl President of DC Shoes' Americas Business**

- DC Co-Founder Block Joins with Quiksilver CEO McKnight and Nistl to Return Brand Focus to its Core Skate Roots

Huntington Beach, California, September 14, 2009--Quiksilver, Inc. (NYSE: ZQK) today announced that Anton Nistl has been named the new president of its DC Shoes business in the Americas effective immediately. Nistl's appointment marks the culmination of an executive search which began after Quiksilver decided in June to refinance its business, putting an end to alternate strategic paths which included the potential sale of DC. Most recently, Nistl was Senior Vice President of Sales at Vida Shoes International, a licensee of fashion footwear brands including Baby Phat, Phat Farm, Pastry, Run Athletics, J-41, Esprit, Osh Kosh and Carters Kids. He previously held positions of increasing responsibility with Adidas, Fossil and Saucony. In his new role, Nistl reports to Craig Stevenson, President of Quiksilver Americas.

In related news, the company announced that it had reached an agreement with DC Shoes co-founder and professional rally car driver, Ken Block, formalizing an endorsement arrangement with him as one of DC's premier athletes, in addition to his Chief Brand Officer responsibilities.

Robert B. McKnight, Jr., Chairman of the Board, President and Chief Executive Officer of Quiksilver, Inc., commented, "I'm pleased to welcome Anton to the DC team. Through Anton's appointment and other recent management changes, we are determined to maximize this great brand's strategic opportunities within the Americas region. Outside the U.S., DC will leverage our regional infrastructure to continue to capture market share. In addition, Anton and I will be working in close collaboration with DC co-founder Ken Block with a renewed commitment to refocus the brand on its core skate values including a realignment of product innovation and brand positioning. As we continue to navigate our way through these challenging times, I'm confident that a return to DC's foundation of core technical skate products, marketing and distribution and a further integration of DC into Quiksilver's newly streamlined operation will better position us for years to come."

### **About DC Shoes:**

Founded by Ken Block and Damon Way in 1993, DC Shoes quickly grew to become a leader in performance skateboarding shoes and has become a renowned action sports brand. Today, DC stands as a global brand whose product line has expanded to include men's, women's and kids' skateboarding and athletic shoes, apparel, snowboard boots, outerwear and accessories.

As one of the cornerstones of its marketing strategy, DC has built a world-class team of professional skateboarding, snowboarding, surfing, BMX, motocross and rally athletes that exemplify and enhance DC's brand, develop its signature products, and support its promotional efforts. DC is a subsidiary of Quiksilver, Inc.



**Quiksilver Names Anton Nistl President of DC Shoes' Americas Business**

September xx, 2009

Page 2 of 2

**About Quiksilver:**

Quiksilver, Inc. (NYSE:ZQK) is the world's leading outdoor sports lifestyle company, which designs, produces and distributes a diversified mix of branded apparel, footwear, accessories and related products. The Company's apparel and footwear brands represent a casual lifestyle for young-minded people that connect with its boardriding culture and heritage.

The reputation of Quiksilver's brands is based on different outdoor sports. The Company's Quiksilver, Roxy, DC and Hawk brands are synonymous with the heritage and culture of surfing, skateboarding and snowboarding, and its beach and water oriented swimwear brands include Raisins, Radio Fiji and Leilani.

The Company's products are sold in over 90 countries in a wide range of distribution, including surf shops, skate shops, snow shops, its proprietary Boardriders Club shops and other company-owned retail stores, other specialty stores and select department stores. Quiksilver's corporate and Americas' headquarters are in Huntington Beach, California, while its European headquarters are in St. Jean de Luz, France, and its Asia/Pacific headquarters are in Torquay, Australia.

\* \* \* \* \*

*NOTE: For further information about Quiksilver, Inc., you are invited to take a look at our world at [www.quiksilver.com](http://www.quiksilver.com), [www.roxy.com](http://www.roxy.com), [www.dcsheoes.com](http://www.dcsheoes.com) and [www.hawkclothing.com](http://www.hawkclothing.com).*