



Media Contact: Todd Walton  
[todd@verdepr.com](mailto:todd@verdepr.com)  
970-259-3555

FOR IMMEDIATE RELEASE

**CHUMS & BEYOND COASTAL HIRE LANCE MELLER AS WEST COAST SALES / BRAND DEVELOPMENT MANAGER**

**Salt Lake City, UT.** (May 4, 2009) – Chums, manufacturer of high performance action sport accessories and Beyond Coastal Sun Care, today announced the hiring of Lance Meller for west coast national sales manager and brand development for Chums and Beyond Coastal.

Lance will provide direction to the Chums and Beyond Coastal sales force in the west, play a key role in the development of beyond coastal marketing initiatives, and develop retail relationships. An active outdoor participant, Lance brings over 15 years of sales experience from respected brands including, K2, 7EYE, & Skullcandy. His main passions are backcountry snowboarding, mountain bike riding and fly-fishing.

“Lance’s consistent success in increasing sales and cultivating long term rep and dealer partnerships make him an obvious choice for this position,” said Mike Neary, VP Sales at Chums. “His long-standing, admirable reputation and accomplished track record in the industry provide him with the skills that will drive the brand forward.”

“With accessory sales being one of the few bright spots at retail in today’s climate, this is an exciting time to have this opportunity,” said Meller. “Chum’s outdoor history and reputation with their retailers is a fantastic platform for Beyond Coastal and I look forward to developing the synergy at retail.”

Lance can be reached at [lance.meller@chums.com](mailto:lance.meller@chums.com), [lance@beyondcoastal.com](mailto:lance@beyondcoastal.com) or 800.825.4555.

***About Chums***

Established in 1983, Chums has been the market leader in small dollar, high margin accessories. Today, the company designs and manufactures superior sunscreen under the Beyond Coastal brand designed to offer the highest level of protection and comfort, during outdoor activities. Complete with natural ingredients wherever possible, Beyond Coastal and Chums provide the retailer with the ultimate accessory center. Chums and Beyond Coastal’s full line of products are sold through, outdoor, ski, snowboard, bike, fishing and sporting goods stores. For more information, visit [www.chums.com](http://www.chums.com) and [www.beyondcoastal.com](http://www.beyondcoastal.com)