



## NEWS RELEASE

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## VOLCOM ANNOUNCES ACQUISITION OF JAPANESE DISTRIBUTOR


**COSTA MESA, CA – September 2, 2008** – Volcom, Inc. (NASDAQ: VLCM) today announced it has signed a definitive agreement to acquire its distributor in Japan, a key territory of the company’s international operations. Terms of the transaction were not disclosed.

“This acquisition is a testament to the strength of our brand in Japan after working with our distributor for more than 15 years,” said Richard Woolcott, chairman and chief executive officer of Volcom. “We are excited to culminate a longstanding relationship with an opportunity to work more closely with our accounts in this important territory, while retaining our Japan-based distribution team.

“Acquiring our Japanese distributor is part of Volcom’s international growth strategy, and we look forward to further enhancing our presence throughout Japan,” Woolcott added.

Senior management will discuss this transaction, as well as address other company matters during a presentation at the Southern California Investor Conference at 9:00 a.m. PDT on Wednesday, September 3. The presentation will be webcast live at [www.volcom.com](http://www.volcom.com), in the investor relations section, and at [www.californiastocks.com](http://www.californiastocks.com).

### About Volcom, Inc.

Volcom is an innovative designer, marketer and distributor of premium quality young mens and womens clothing, accessories and related products. The Volcom brand, symbolized by The Stone , is athlete-driven, creative and forward thinking. Volcom has consistently followed its motto of “youth against establishment,” and the brand is inspired by the energy of youth culture. Volcom branded products are sold throughout the United States and internationally. Volcom’s news announcements and SEC filings are available through the company’s website at [www.volcom.com](http://www.volcom.com).