



NEWS RELEASE

Contacts: **Volcom, Inc.**
Doug Collier
Chief Financial Officer
(949) 646-2175

PondelWilkinson Inc.
Rob Whetstone (310) 279-5963; rwhetstone@pondel.com
Evan Pondel (310) 279-5973; epondel@pondel.com


VOLCOM ANNOUNCES ACQUISITION OF LAGUNA SURF & SPORT

COSTA MESA, CA – July 21, 2008 – Volcom, Inc. (NASDAQ: VLCM) today announced a definitive agreement to acquire the retail operations of Laguna Surf & Sport, a core retail partner in Southern California that operates two stores serving the Laguna Beach and Aliso Viejo communities. The stores will continue to operate under the same name and experienced retail team. Terms of the transaction were not disclosed.

“Laguna Surf & Sport has been a landmark on the Southern California surf and skate scene for many years and this acquisition further demonstrates our dedication to core retail and its importance to Volcom,” said Richard Woolcott, chairman and chief executive officer of Volcom. “It’s great to now be more strongly aligned with one of our longest standing accounts and we look forward to working together even more closely in the years to come.”

“This agreement truly represents a relationship that has come full circle,” said Eric John, owner of Laguna Surf & Sport. “I have watched Volcom grow from a small operation to a leading global board sports brand and I’m excited to be more closely involved with the company. I am confident our new partnership will continue to enhance the retail experience of Laguna Surf & Sport.”

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.