



MEDIA RELEASE

6 June 2009

BINGLE, RUDD AND McNAUGHT BATTLE IT OUT IN THE SURF TO WIN THE FIRST FANTASTIC NOODLES "CELEBRITY DROP IN" CHALLENGE

Maroubra Beach, Sydney: Today in Sydney a carefully hand-picked group of celebrity surfers braved the waves at Maroubra Beach (an open and often formidable beach break renowned for attracting consistently large and powerful swells) to compete against each other in a never been seen before heat of the Fantastic Noodles State Junior Surfing Titles dubbed, "*Celebrity Drop In*". The celebs were being filmed waxing their boards and surviving the break for the brand new TV Series called, "*Next Wave*" airing on Channel Ten in August.

Highest point scorer Xavier Rudd said,

"East coast sun, refreshing ocean, big smiles and laughs – it was a pleasure to be involved."

Xavier Rudd showed off his legendary cutback honed from years of surfing the wild waves of rugged, coastal Victoria whilst Shannan Ponton has developed quite the back hand attack living and surfing around Sydney's northern beaches.

The girls were not to be outdone with Lara Bingle just pipping Renee Bargh to top spot in a tightly contested heat. It came down to the last wave which the judges generously scored a 9.0.

Hosted by Pro Surfer Toby Martin, *Next Wave* uncovers grassroots surfing in Australia and introduces our next generation of surfing idols taking a behind the scenes look at not only the sport they love but the lifestyle they lead in committing their lives to surfing at such a young age.

The celebrities were judged on their best wave by the official Junior Surf Pro panel and the current leader board rankings are:

Boys:

1. Musician Xavier Rudd – 9.0 highest wave score
2. CH10's Bondi Rescue life guard "Hopppo" – 7.0 highest wave score
3. CH10's Biggest Loser trainer Shannan Ponton – 3.5 highest wave score

Girls:

1. Model Lara Bingle – 8.8 highest wave score
2. TV Presenter [Channel V] and model Renee Bargh – 7.1 highest wave score
3. Model and TV Presenter Erin McNaught – 7.0 highest wave score

More celebrities will take part in the second and final *Celebrity Drop In* heat in South Australia on Sunday July 19th including the Greatest Ironman in the World Trevor Hendy, comedian Anthony "Lehmo" Lehmann and MTV VJ Maz Compton to reveal just a few.

Australia will then be able to see how all of the celebrities fared and who came top of the leader board when *Next Wave*, fuelled by Fantastic Noodles is screened on Channel 10 from August 2nd.

Earlier this year Fantastic Noodles signed a sponsorship deal with Surfing Australia to sponsor the State Title Events in VIC, WA, TAS and SA and the NSW Regional Junior Titles and for the second year running they are the major sponsor of the South Australia Pro Junior.

In addition to satisfying the appetites of young grommets all over Australia's great coast, Fantastic Noodles has also been scouring the world for new flavour inspiration for its new "Intense Flavour Noodle Cups" range which now includes Indian Vindaloo, Portuguese Piri Piri and Spicy Jamaican. Other new great tastes added to the noodle range are Lamb Kebab and Pepperoni plus Roast Chicken in the Pasta Cup range.

More information and amazing in-water photography from the events can be found at www.fantasticsurfing.com when it goes live in early July.

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Notes to Editors:

- Image one features from L-R [Erin McNaught, Lara Bingle and Renee Bargh]
- Image two features highest point scorer Xavier Rudd

2009 Channel Ten on air dates:

- Ep 1 – Sunday 2 August at 1pm
- Ep 2 – Sunday 9 August at 1pm
- Ep 3 – Sunday 16 August at 1pm
- Ep 4 – Sunday 23 August at 1pm
- Ep 5 – Sunday 13 September at 1pm
- Ep 6 – Sunday 20 September at 1pm
- Ep 7 – Sunday 27 September at 1pm
- Ep 8 – Sunday 4 October at 1pm
- Ep 9 – Sunday 11 October at 1pm

About Fantastic Instant Noodles

Fantastic Snacks is an Australian owned company that has taken traditional Asian ideas and have redefined them in pursuit of one goal: Developing products that “Taste Fantastic”.

Fantastic offers a range of instant noodle and pasta products available in cup, bowl and simmer varieties. Fantastic noodle cups offer a convenient, tasty snack in a range of great tasting flavours including chicken, beef, lamb kebab and pepperoni. Recently Fantastic Noodles has searched the world for inspiration for its Intense Flavour Noodle Cups – available in Indian Vindaloo, Portuguese Piri-Piri and Spicy Jamaican flavours.