

MAIL STOP 3561

September 5, 2008

Mr. Jim Arabia  
Chief Executive Officer  
Execute Sports, Inc.  
21143 Hawthorne BL #425  
Torrance, CA 90503

**Re:   Execute Sports, Inc.  
      Form 10-KSB for Fiscal Year Ended December 31, 2007  
      Filed March 31, 2008  
      Form 10-QSB for Fiscal Quarter Ended March 31, 2008  
      Filed May 5, 2008  
      File No. 000-52829**

Dear Mr. Arabia:

We issued comments to you on the above captioned filings on July 22, 2008. As of the date of this letter, these comments remain outstanding and unresolved. We expect you to contact us by September 19, 2008 to provide a substantive response to these comments or to advise us why you are unable to respond and when you will be able to do so.

If you do not respond to the outstanding comments or contact us by September 19, 2008, we will, consistent with our obligations under the federal securities laws, decide how we will seek to resolve material outstanding comments and complete our review of your filings and your disclosure. Among other things, we may decide to release publicly, through the agency's EDGAR system, all correspondence, including this letter, relating to the review of your filing(s), consistent with the staff's decision to release publicly comment letters and response letters relating to disclosure filings it has reviewed. You can find more information about the staff's decision to release filing correspondence at <http://www.sec.gov/news/press/2004-89.htm> and <http://www.sec.gov/news/press/2005-72.htm>

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Execute Sports, Inc  
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Please contact Blaise Rhodes at (202) 551-3774 or Brian Bhandari at (202) 551-3390 if you have questions.

Sincerely,

Tia Jenkins  
Senior Assistant Chief Accountant  
Office of Beverages, Apparel and  
Health Care Services