



Contact: Lisa Grimm Mitchell
lisag@avalamarketing.com; 636-343-9988

FOR IMMEDIATE RELEASE

AVALA LAUNCHES MARINE PARTNERSHIP MARKETING PROGRAM

St. Louis, MO. – May 13, 2010 – For thirteen years AVALA has been the marine marketing specialist working with nearly all OEM leaders in their product category as well as top dealers nationwide. We've also been responsible for mass communication programs and developed a number of unique events that have become a monumental success with overwhelming exposure and record attendance.

For the first time, we are involving new brands that are highly desired by this customer demographic. Through affiliation with AVALA's Marine Partnership Marketing, you can gain exposure to the largest, most affluent and engaged customer segment as a trusted partner and experience conversion rates like never before. Considering that 60% of all boat owners are in closed states where customer data is not available, marketing directly to this population would otherwise be impossible!

Your brand can be tied to programs such as:

- Sea Ray's AquaPalooza, the largest on-water boating event in the world, featuring some of the hottest names in entertainment and attracting approximately 84,000 attendees to over 100 locations for the past five years
- Boston Whaler's FishTopia, a celebration of friends, family fishing and freedom that holds over 30 national events annually and attracts 300,000 attendees
- MarineMax Rewards Club, which is backed by the largest marine retailer in the United States and consists of 300,000 boat owners
- National Marine Manufacturers Association Customer Satisfaction Index (NMMA CSI), a series of satisfaction surveys utilized by more than 1,400 companies and reaching nearly 500,000 boat owners and 6,000 marine retail establishments
- Pet and Water Safety (PAWS), sponsored by Nestle Purina and Sea Ray, which targets the 24 million active boat owners who take their pets – primarily dogs – on their boats between five and 15 times each season

Become a sponsor today and exposure your brand to over 1.5 million potential customers! For more information, contact Amanda Fish at amandaf@avalamarketing.com or 636-343-9988.

About AVALA: *Established in 1997, The AVALA Marketing Group is a full service marketing agency that specializes in research and analysis, creative services, interactive strategies, database marketing, channel enrichment and customer satisfaction measurement. For more information visit: www.avalamarketing.com.*

1082 Headquarters
Park Drive
Fenton, MO 63026

Phone: 636-343-9988
Fax: 636-326-3282

www.avalamarketing.com