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FOR IMMEDIATE RELEASE

AVALA WINS NEPTUNE AWARD FOR MARKETING EXCELLENCE

St. Louis, MO. – December 6, 2010 – The AVALA Marketing Group, a full-service agency that specializes in the recreation, marine and leisure industries, was honored with a Neptune Award for Marketing Excellence at the recent Fort Lauderdale International Boat Show. The awards, given annually by the Marine Marketers of America (MMA), recognize excellence in marketing and advertising across 12 categories.

AVALA was awarded for Marketing Innovation for the “Sea Ray / Costco Auto Program,” which successfully leveraged the products and services of two great companies and resulted in phenomenal sales results and customer satisfaction scores. AVALA helped coordinate the program and developed and designed the creative materials to promote it.

“Having a client like Sea Ray Boats, the leading manufacturer in the recreational marine industry, allows us to be aggressive and innovative in our marketing programs and communications,” said Steve Pizzolato, president of AVALA. “It’s an honor to be recognized for marketing excellence by our peers in the industry, but it’s more gratifying to have worked with two exceptional companies like Sea Ray and Costco and to have made a real, measurable impact on their businesses.”

To date in 2010, the Sea Ray / Costco Auto Program has garnered more than 850 incremental unit sales. While these sales results are spectacular, another success of the initiative is that it has resulted in attracting buyers who are not only new to Sea Ray but also new to boating. “We are very pleased with the program results, especially taking into account that 57 percent of the buyers are new entrants into the sport,” said Mike Burke, vice president of sales and marketing for Sea Ray.

In its press release, the MMA reported there were 58 Neptune Award entries in 12 categories, up 60 percent from 2009 and drawing the contest’s largest field to date. Submissions came from across the boating industry — from companies large and small, sail and power, from trailers to engines to boat shows and everything in between. For the MMA’s press release announcing all winners, please visit www.marinemarketersofamerica.org.

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.*

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