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FOR IMMEDIATE RELEASE

AVALA HONORED FOR EXCELLENCE IN CATALOG DESIGN AND EVENT MARKETING

St. Louis, Mo. – March 10, 2009 – For the second year in a row, The AVALA Marketing Group, a leading research and marketing firm in the recreation and leisure products industries, has won a prestigious Mercury Gold Award for excellence in catalog design on behalf of its client Sea Ray Boats. The company was also recognized with a Mercury Honors Award for its role in conceiving, managing and promoting Sea Ray's AquaPalooza 2008, a series of on-water parties held simultaneously in 130 locations around the world.

"We are proud to be recognized by the International Mercury Awards in both of these categories once again this year. These accolades are a testament to the hard work our team puts into maintaining the premium reputation of the Sea Ray brand," said Steve Pizzolato, president of AVALA. "Expectations are high in the marketing industry, perhaps now more than ever. Winning these and other awards show that we at AVALA are committed delivering a superior result."

The Mercury Awards, now celebrating their 22nd year, were established with the purpose of advancing high standards of achievement in professional communications. They are administered by MerComm Inc., the world's only independent awards organization. This year's competition received nearly 1,000 entries from 21 countries, including Australia, France, Germany, Canada, the Netherlands, Korea, Japan, Turkey, Spain, the United Kingdom and the United States.

Judges for the awards represented the public relations, marketing and advertising industries — more than 100 individuals chosen from dozens of distinguished agencies around the world. Some of the elements considered in the judging process were how effectively the material met the stated objectives; how well the materials communicated to the designated audience; use of imagination and original solutions; and the overall expression of the message.

"It's a privilege to be in the company of others regarded internationally as the best in communications excellence," said Reni L. Witt, Mercury Awards president and founder. "To be selected by some of the world's best communications specialists as the top work in public relations is a real honor, especially considering the hundreds of fine agencies, corporations and non-profit organizations eligible for the awards. The honor of the Mercury Award is a wonderful credit, a distinction to be proud of."

ABOUT AVALA

The AVALA Marketing Group believes in combining five disciplines — analysis, research, technology, creativity and overall brand strategy — to help our clients maximize their sales and marketing results. It is one of the top research and marketing firms specializing in the recreation, leisure and premium products industries. Additional information is available at www.avalamarketing.com.

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