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FOR IMMEDIATE RELEASE

AVALA WINS TWO GOLD MERCURY AWARDS

St. Louis, Mo. – Feb. 25, 2008 – The AVALA Marketing Group, a leading research and marketing firm in the recreation and leisure industries, is proud to announce that it has won two Gold Mercury Awards, one for its stunning full-line catalogs for Sea Ray Boats, and another for its outstanding multi-channel advertising campaign promoting Sea Ray AquaPalooza 2007, the world's largest on-water celebration.

"We're very pleased to be recognized by the international Mercury Awards for the advertising and collateral projects we developed for Sea Ray. Our dynamic team puts a lot of hard work into maintaining the superior quality associated the Sea Ray brand," said Steve Pizzolato, president of AVALA. "Winning this and other awards raises awareness of AVALA's creative talents and services."

The Mercury Awards, now in their 21st 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 23 countries, including Australia, Belgium, Germany, Canada, China, Hong Kong, India, Sweden, South Africa, Spain and the United States.

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

"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," said Reni L. Witt, Mercury Awards president and founder. "The honor of the Mercury Award is a wonderful credit, a distinction to be proud of. Your success deserves to be lauded!"

ABOUT AVALA

Established in 1997, The AVALA Marketing Group is one of the top marketing firms specializing in the recreation industry. It's regional, national and global approach focuses on interactive services, mobile marketing, customer relationship management, database design and management, marketing research and analysis, customer satisfaction indexing, lead management, event marketing, promotions, training, brand advertising and full creative services. Additional information about AVALA is available at www.avalamarketing.com.

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