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FOR IMMEDIATE RELEASE

**THE RECREATION & LEISURE MARKETING GROUP STAGES
THE WORLD'S LARGEST BOATING PARTY**

August 15, 2008 – St. Louis, Mo. – For the third consecutive year, Sea Ray Boats has set the marine world abuzz with its annual AquaPalooza, the world's largest on-water party, which drew record numbers this summer despite high gas prices that have left some boaters sitting at the dock. Successfully planning, promoting and managing this event for the third time were The AVALA Marketing Group, Threds, NuCar Consulting, Dino Publishing, and Geographics Inc., which are known collectively as the Recreation & Leisure Marketing Group (RLMG).

“The fact that we were able to draw fifty-four percent more people to AquaPalooza at a time when a lot of boaters are staying home to save money says a lot about how we've connected with consumers,” said Steve Pizzolato, president of AVALA. “Our group — which is made up of top companies in the event planning, marketing, merchandise, publishing and customer loyalty fields — is about bringing together the best minds to create innovative ways to connect with consumers. AquaPalooza is a prime example of the value we offer.”

AquaPalooza is the name given to a collection of on-water parties hosted by Sea Ray, the largest manufacturer of fiberglass pleasure boats in the world. The events were held during the last two weekends in July at 150 locations around North American and abroad. Each AquaPalooza party had its own schedule and flavor, with the national Signature Event being the highlight. This summer, the Signature Event in Lake of the Ozarks, Mo., attracted 2,500 boats and included concerts by Cracker, Soul Asylum and Everclear, as well as carnival games, giveaways, food, drinks and a fireworks finale to rival a Fourth of July exhibition.

AVALA and the RLMG recently won a Gold Mercury Award for excellence in marketing and public relations from Mercomm, Inc. for its hand in organizing AquaPalooza. “We're very proud of the work we

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do with this event," said Kelby Shymlock, co-owner of Threds. "Each year it just keeps getting bigger and better. It's a home run for Sea Ray and the fun-filled boating lifestyle it promotes. We estimate that AquaPalooza translates to hundreds of thousands of dollars in brand recognition and publicity."

Since its inception in 2006, AquaPalooza has nearly tripled in size and has earned a reputation as the Super Bowl of boating parties; total registration numbers have increased from approximately 4,800 boats and 20,000 guests during its first year to 12,000 boats and 56,000 guests in 2008.

"With the possible exception of Harley-Davidson's Bike Week, there's no other event in the recreational products industry quite like AquaPalooza," said Pizzolato. "We've made a big stir with this celebration by interacting with boaters on a conversational level, offering things like real-time updates via mobile devices, a MySpace page with blogs, and uploadable and downloadable images and videos. The community created by AquaPalooza means active engagement between Sea Ray and its consumers and, therefore, more effective messages, services and products down the road."

The reason that RLMG can deliver top-level strategic value and high return on investment with events like AquaPalooza is because all of its members are company principals. "With us, you don't get stuck with the 'B' team once the agency all-stars close the deal," said Pizzolato. "We offer the best blend of comprehensive event planning and marketing services because our 'A' team is always on the job."

With its expertise in e-mail and mobile campaigns, promotional fulfillment, public relations, target marketing, on-site support and more, the Recreation & Leisure Marketing Group is a one-stop-shop for planning any event. For more information, contact AVALA Marketing at 888-828-9249 or Threds at 865-525-2830.

ABOUT THE RLMG

The Recreation & Leisure Marketing Group is a unique team of businesses specializing in the recreation and leisure industries. Its regional, national and global approach focuses on interactive services, mobile marketing, event marketing and support, promotions, brand advertising and creative services, customer relationship management, customer loyalty programs, promotional products and merchandise fulfillment, and custom publishing and printing. Additional information can be found at www.avalamarketing.com or www.threds.com.

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