



FOR IMMEDIATE RELEASE

Southport Boats Joins Sea Tow's Sea Care Program

Free 95-Day Sea Tow Membership Is Included with Each New Boat Sold

Southold, N.Y., June 8, 2010 – Sea Tow Services International, the world's largest marine assistance provider, is pleased to announce that offshore fishing boat builder Southport Boats has joined its highly popular Sea Care® program. Through the program, Southport will provide every customer who purchases one of its high-quality center console and express boats, ranging from 26 to 28 feet, with a complimentary 95-day Sea Tow membership with the purchase of each new boat.

“Southport owners are experienced boaters,” said Southport CEO Frank Longino. “But they know that no matter what their experience level, and no matter how well their Southport boat is built, anything can happen offshore. Adding Sea Tow as a safety net simply is showing the sea its proper respect. Our customers appreciate that.”

Southport Boats joins a growing list of well-known boat manufacturers participating in the popular Sea Care program. The 24 builders currently in the program cover nearly every segment of the boating market.

“We are happy to welcome Southport Boats to Sea Care,” said Kristen Frohnhoefer, Sea Tow's Chief Administrative Officer. “The free introductory Sea Tow membership that is included with each new Southport boat sold adds extra value to the company's product lines, while providing their customers with an extra measure of security on the water. The Sea Care program is a win-win for everyone.”

About the Sea Care Program:

The Sea Care program was designed to empower both boat manufacturers and dealers with the ability to provide their customers with the highest level of service after the sale: professional marine assistance that is available to their customers 24 hours a day, seven days a week.

Members are automatically enrolled in the program upon delivery of their new boat. Membership includes towing, jump starts, fuel drops, covered ungroundings, prop disentanglements, navigational assistance and more. The Sea Care program is easy to implement and the results are 100-percent trackable. Those interested in participating in the Sea Care program may submit a request to seacare@seatow.com or call (800) 4SEATOW and ask to speak with a Sea Care representative

About Sea Tow:

Sea Tow Services International Inc. is the world's leading marine assistance provider. Founded in 1983 by Chairman & CEO Capt. Joe Frohnhoefer, Sea Tow now serves over 160,000 members in more than 121 locations throughout the United States, Europe, Australia, the U.S. Virgin Islands and Puerto Rico. For a full list of membership benefits, or to inquire about becoming a Sea Tow franchise owner, please visit seatow.com.

For more information or to schedule interviews, please contact: Emily Corman, Corporate Communications Dept., at ecorman@seatow.com (800) 473-2869 x3136.