



FOR IMMEDIATE RELEASE

Sea Tow Unveils New Corporate Brand Identity

Southold, N.Y., March 25, 2008 – Sea Tow Services International, the nation’s marine assistance provider of choice, formally unveiled a new brand initiative today that represents a significant milestone in the company’s 25 year history and reflects Sea Tow’s evolution into a full-service organization dedicated to the savings, services and security of the recreational boating public.

Effective immediately, Sea Tow has moved beyond Marine Towing & Salvage to the comprehensive core identity of **Where Boaters Belong™**.

“Our brand and our reputation have been based on providing the most professional marine assistance to recreational boaters in need,” explained Capt. Joe Frohnhoefer, Sea Tow’s Chairman and CEO. “Because of this, we’ve come to be known as the ones who will come get you if you’re in trouble. However, we’re there *all* the time, good and bad, whether you need navigational assistance or discounts at the dock. Now it’s time for us to start taking credit with the boating population for all this organization has to offer its members.”

The company has been quietly forging a fundamental shift in its business approach for the past few years by expanding its suite of services to include Trailer Care™, Sea Smart™ VHF, Sea Insure®, Sea Loans™ and the Boating Safety & Education Foundation, while also expanding its member-exclusive Advantage Network™ savings program and significantly growing its marine assistance network, both domestically and internationally.

Additionally, Sea Tow announced today that it has promoted Ann Medford to Senior Managing Director and tasked her with the national implementation and execution of the company’s re-branding efforts, as well as the development of new business alliances that will further support this brand. Medford will also continue to serve as the managing editor of the company’s highly-successful magazine, *Lifelines* (circ. 175,000), which was re-launched at last month’s Miami International Boat Show.

“Sea Tow has one of the most recognizable brands in the marine industry and we intend to capitalize on the equity that brand has built over the past 25 years,” said Medford. “There are, however, limitations to the notion of marine towing & salvage for the general

boating consumer, which is why we've made this commitment to growing Sea Tow into the company that will provide the savings, services and security that will ensure the absolute best experience for our members.

“We have extensively researched and tested this new brand identifier, Where Boaters Belong, and it clearly evokes a strong, emotional connection with the boating community. We believe this will translate into a much stronger overall position within the traditional marine environment as well as the consumer marketplace.”

The new branding extends to all of the company's internal and external communications, which includes Sea Tow's Web site, traditional and new media advertising initiatives, promotional items and all collateral materials used by the company's nationwide franchise network.

About Sea Tow:

Sea Tow Services International Inc., is the nation's leading marine assistance provider. Founded in 1983 by Chairman & CEO Capt. Joe Frohnhoefer, Sea Tow now serves over 170,000 members in more than 121 locations throughout the United States, Europe, Australia, Bahamas and Puerto Rico. For a full list of membership benefits, or to inquire about becoming a Sea Tow Services International franchisee, please visit www.seatow.com.

For more information, please contact: Ann Medford, Senior Managing Director, Corporate Communications, Sea Tow Services International, ann@seatow.com or 631-765-3660, ext. 3135.

Notes to Editor:

For copies of advertising, headshots or other material, or to schedule and interview with a Sea Tow spokesperson, please contact Emily Corman at ecorman@seatow.com or 631-765-3660, ext. 3136.