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Marine Connection Inc. begins 2011 under new ownership.

FOR IMMEDIATE RELEASE

Marine Connection founder and President Mark Lassila announced today the sale of the company to Danny Goldenberg and John Kutuk, owners of Ft. Lauderdale based Super Boats & Yachts LLC. The new ownership team plan to consolidate all of their operations under the Marine Connection brand at the companies West Palm Beach location.

Lassila, along with General Manager Timo Turkki will remain with the company for the transition period. The existing staff of each company will be merged to conduct the firms now expanded operations.

The new owners plan to expand their new boat offerings beyond their existing Stingray and Glasstream lines, along with the used boats, service, export, and brokerage operations already in place. "The new boat market has begun to grow again, and our goal is to be at the forefront of that growth," Said Goldenberg. "Having the opportunity to acquire a company of Marine Connections caliber, and to gain their proven systems and state of the art infrastructure, places us years ahead in the realization of those goals".

When looking at the future of the company he founded over twenty years ago, Mark Lassila is pleased with the objectives planned for Marine Connection. "We have spent many years building a team and a facility that are leaders in the industry" he said. "I am thrilled to pass it on to new owners with the enthusiasm and drive to move it ahead for another twenty years".

As a high volume superstore Marine Connection ranked number six among Boating Industry's Top-100 dealers, along with being named Dealer of the Year by Boat & Motor Dealer Magazine. The company has been honored with the number one dealer award for every manufacturer it has represented, and was the top seller of Yamaha Extended Service plans for four years. In an effort to weather the economic downturn ahead of the completion, Marine Connection returned to its roots in volume used boat sales, worldwide export, and the liquidation of distressed or non-current inventories on behalf of lenders and manufacturers.

Founded in 1987, Marine Connection Inc. has sold over eight thousand used boats for export and in excess of six thousand new and used boats domestically.