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ATLANTIC MARKETING TO REPRESENT ARCO MARINE IN KEY MARKETS

Stonington, Conn. – Atlantic Marketing Company, one of the oldest and largest marine manufacturer representative firms on the eastern seaboard, announced today it has been retained by ARCO Marine to represent ARCO's high-quality and locally made alternators, tilt/trim motors and inboard and outboard starters throughout the Northeast and Mid-Atlantic United States, and Eastern Canada.

"While ARCO has a reputation for locally manufacturing high-quality products, the new owners impressed us with the massive improvements they have recently implemented," said Brandon Flack, president, Atlantic Marketing. "Owners Jason Crawford and Bryan Ley have a clear plan for growing an established brand. They launched an incredible new online marketing tool, which includes 3D views of every product they make. They also created the most dealer-supportive warranty program we have ever seen. We look forward to supporting them in this vital market."

"We are thrilled in these hard times to add a top-notch representative firm like Atlantic Marketing to assist with U.S. and Canadian market penetration," said Bryan Ley, executive vice president, ARCO Marine. "We are confident in Atlantic's experienced staff and are very excited to see the growth they will generate in the near future."

"In these challenging times our team continues to respectfully push forward," continued Flack. "We are ever conscious of the incredibly difficult decisions many of our factories are having to make, while still working tirelessly to keep our clients' products top of mind."

ARCO Marine is a U.S.-based manufacturer located in Pensacola, Florida. Established in 1960, the company was pioneers in the replacement parts segment and have a reputation synonymous with premium quality and part reliability. On-site testing is designed to ensure every product that carries the ARCO label will perform at OEM specifications or better, resulting in the most dependable marine engine parts on the market. The new ARCO Assurance warranty program is one of the most comprehensive in the industry, covering parts and labor and will be integral in boosting customer satisfaction and retention.

For more information on Atlantic Marketing, please visit www.amconet.com.

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About Atlantic Marketing Company:

Headquartered in Stonington, Connecticut, Atlantic Marketing Company is one of the oldest and largest marine manufacturer representative firms in the Eastern U.S. and Canada. For over 50 years, Atlantic Marketing Company has been representing manufacturers of quality marine products on the US east coast. The company's representatives have an average of 25 years in the marine industry. Atlantic Marketing represents key market segments such as mooring and docking, engine and maintenance, galley and plumbing, electrical systems, boat control systems, hardware, safety, lighting, trailer equipment, inflatable boats and dinghies. www.amconet.com

About ARCO Marine, Inc.:

ARCO gives marine mechanics and boat owners piece of mind by building the most reliable products. For 60 years, ARCO has been engineering solutions as the leader in marine electrical parts. The company takes pride in its quality control and testing resulting in five-times more reliable parts. Founded and headquartered in the United States, we supply customers globally offering more than 500 parts, covering the marine rotating electric segment from starters to alternators to tilt trim motors. See our full offering and learn more at ArcoMarine.com



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