



WATER TIGHT
WARRANTY COVERAGE

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Contact: Mark Jerkins
Higher Advertising, Inc.
407.447.1340, ext. 204
Mark@higheradvertising.com

SeaSafe Group Forms Strategic Alliance with Formula Boats

Sarasota, FL — SeaSafe Group, LLC., the industry's leading marine warranty and service contract company which specializes in component and comprehensive coverage for marine manufacturers and large retailers has been chosen by **Formula Boats** of Decatur, IN to handle the company's five-year stem-to-stern warranty program labeled **Formula Guard**[®]. The new, innovative program for the 2006 model year will be managed by SeaSafe Group.

SeaSafe Group provides marine manufacturers a vehicle for issuing customized coverage in the quest for a stem-to-stern product. With over 25 years of experience, SeaSafe Group's administration has over 150 employees dedicated to customer service in a state-of-the-art environment for administering and paying claims promptly. SeaSafe Group provides manufacturers with the kind of comprehensive warranty coverage customers have been demanding for years.

"After careful consideration and a thorough 18 month evaluation process, Formula chose SeaSafe Group over Marine Innovations and several other candidates as the candidate most capable of delivering extended protection products measuring up to the quality and reliability of the Formula product itself," said Formula Technical Assistance Director Mike Boyd. "SeaSafe Group also distinguished themselves by demonstrating advanced technological capabilities with regard to administration, reporting and marketing, all of which are consistent with Formula's industry-leading efforts."

"We are excited about this new strategic alliance with Formula Boats," said SeaSafe Group President Jamie Gaskins. "Formula is a forward-thinking company, and recognizes the services that SeaSafe Group can effectively and efficiently provide the company while simultaneously providing increased support and satisfaction for Formula's growing network of customers. Formula Guard will definitely set them apart from the competition."

For more information on SeaSafe Group, visit www.seasafegroup.com, or contact Mark Jerkins at Higher Advertising, Inc; phone: 407.447.1340; email: Mark@higheradvertising.com.