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For Immediate Release

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Luhrs Corporation Chooses Kenton Smith Advertising and Public Relations As Its Agency of Record

April 22, 2005, Orlando, FL – Luhrs Corporation, global manufacturer of offshore sportfishing boats from 28' to 44', announces the appointment of Kenton Smith Advertising & Public Relations, Inc. as its official agency of record, effective immediately.

According to Luhrs Director of Sales and Marketing David Taylor, the agency will handle full-service brand marketing activities including creative development of advertising and collateral, all aspects of media strategy and planning, public relations and a variety of dealer support initiatives.

“Luhrs has a strategic sales and marketing plan, and we’re very enthusiastic about working with Kenton Smith to help achieve our goals and objectives,” said Taylor. “The agency not only has a long history of proven success and a keen understanding of both the marine industry and the sportfishing sector in particular, but also has real passion for their work and a high level of commitment to their clients. We’re looking forward to tapping that energy to further build upon the well-established Luhrs brand.”

“Our approach to new business development is highly targeted, and Luhrs has very much been top-of-mind for us for quite some time,” added Wanda Kenton Smith, agency founder and president. “Luhrs is a strong global sportfishing brand with a solid product line, and the company is very well-organized and highly focused. Our entire team is thrilled by the opportunity to become an integral part of their continued success story.”

In addition to Luhrs Corporation, Kenton Smith has recently renewed its agency of record status for both Mainship Trawlers of Midway, GA and Hunter Marine of Alachua, FL, both sister companies to Luhrs which is based in St. Augustine, FL, and all of which are part of the Luhrs Marine Group.

“We feel extremely fortunate to be representing three of the world’s top brands under one venerable, highly respected corporate umbrella,” added Kenton Smith. “While each of the companies is totally unique in terms of respective target markets, strategies, product lines and management, each is a market share leader within its own niche and is aggressively focusing on continued brand and sales growth.”