



BONITA SPRINGS, FL—February 14, 2012—Leading marine accessories manufacturer SeaSense® by Unified Marine announces plans for a special National Product Pricing Program timed to launch in April – the start of the boating season in much of the country. The promotion, which will run four times during 2012, will feature groupings of specially priced, Value Packaged SeaSense products.

“These are innovative, new patented or patent-pending items; most of which have been developed over the last two years by our dedicated research and development team,” said David Nirenberg, president and CEO of Unified Marine, makers of the SeaSense brand. “They are a testament to our ongoing commitment to develop new and exciting boating products, as was evidenced by the opening last year of our new Bonita Springs, Florida, R&D facility.”

Each product grouping will be offered for 30 days and be available nationally through select marine retail, online and sporting goods outlets. Boaters also will receive a 10-percent rebate coupon good on their next SeaSense product purchase.

### ***Sea Tow Trial Membership***

A free 60-day Sea Tow membership also will be offered with each SeaSense product warranty registration.

“We are excited to include a Sea Tow membership in this unique program offering discounts

and benefits to boaters,” said Nirenberg. “With our Lifetime Limited Warranty\*, combined with the market-leading on-water assistance available to boaters through a Sea Tow membership, this program will provide boaters with more confidence and peace of mind while on the water. It also will make SeaSense’s high-quality products available to them at a lower price than ever before.”

## **Opportunity for retailers**

The SeaSense National Product Pricing Program represents a unique opportunity for retailers looking to drive more traffic into their showrooms this spring and during peak boating periods.

“We know boaters will be excited about these product offerings, which will be available at special prices to help drive sales to participating retail outlets,” Nirenberg said. “This will be an unprecedented promotion with national reach and scope.”

### ***Value Packaged items will include:***

- Patent-Pending LED Rod Holder Rings with Two Stainless Steel Rod Holders
- Patent-Pending LED Cup Holder Rings with Two Stainless Steel Cup Holders
- Patented LoadMate® Trailer Kit
- Patent-Pending Electronic Bilge Pump Switch with 800-GPH Bilge Pump
- Two Patented SecureStack® 6-gallon Plastic O/B Gas Tanks, Low Perm, EPA-Approved with Connector, Hose Kit and Straps

For more information, or to offer this special program at your retail facility, contact Dave Thomas, SeaSense Vice President of Sales & Marketing, at: 919-781-7529; [dthomas@seasense.com](mailto:dthomas@seasense.com), or visit [www.seasense.com](http://www.seasense.com).

***About the SeaSense Limited Lifetime Warranty***

SeaSense's Limited Lifetime Warranty has set a new industry standard. The first limited lifetime warranty in the marine industry to cover a manufacturer's entire product line\*, it bears the tagline: "No Hassles, No Dealer Receipts, and No Worries". It proves once again that SeaSense is an innovation leader who stands behind every product it sells.

***About Sea Tow***

Sea Tow Services International Inc. is the nation's leading on-water assistance provider. Established in 1983 by Founder & CEO Capt. Joe Frohnhoefer, Sea Tow now serves members in more than 100 locations throughout the United States, Europe, Australia, U.S. Virgin Islands and Puerto Rico. For a full list of membership benefits, or to inquire about becoming a Sea Tow franchise owner, please visit [seatow.com](http://seatow.com).