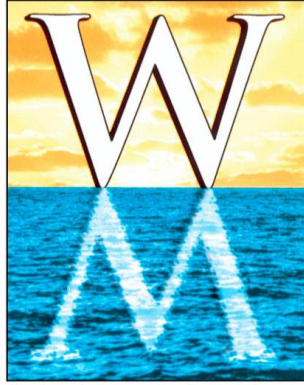


WESTREC



MARINAS

Navigating the Good Life

For Immediate Release

WESTREC MARINAS—Press Release

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WESTREC & Fernandina Harbor Marina Celebrate One-Year Anniversary Partnership Punctuated by Marina Improvements and a Strong Sense of Community

19 January 2011, Ft. Lauderdale, FL & Encino, CA: On 15 January 2010, the Fernandina Beach City Commission unanimously approved Westrec's role to manage and operate the Fernandina Harbor Marina. In the year since, Westrec, in its usual efficiency, has both met and exceeded the parameters of its contractual obligations; more importantly, both the City of Fernandina Beach and Westrec's managerial team are enjoying the benefits each brings the other. Through the implementation of proven marina management strategies, Westrec and Fernandina Beach are enjoying an increase in transient boaters with a direct impact on the community's economy.

"Westrec has done an outstanding job of creating a vibrant boating community at the Fernandina Beach Marina," says Gil Langley, President and CEO of the Amelia Island Convention and Visitors Bureau. "They mirror the community's hospitality and service orientation in every way. The result has been more boaters planning their overnight stops in Fernandina and those boaters shop, dine, and explore all over Amelia Island. It's a great partnership."

Westrec oversees all aspects of the historic marina— Fernandina Beach is a "Preserve America" community—and has used its dedicated commitment to position the marina as a welcoming port for seafaring visitors and as a fundamental community and tourist attraction.

Management accomplishments in the past year have included:

- Increasing boat occupancies;
- Hiring four new local employees and instituting new standards of professionalism for marina staff including providing new uniforms and picture identification cards;
- Instituting standard procedures and professional training for all aspects of operations;
- Installing a new marina face dock retail ship's store, employing area contractors to complete the scope of work and to add additional revenue into the local economy;
- Updating the marina's IT capabilities with Full Service Marina.net (FSM) and accounting functions to increase revenues, eliminate billing mistakes, and to provide for better methods of auditing cash receipts and inventory control;

—more—

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- Developing and implementing an aggressive marketing plan including marina and community exposure in multiple industry magazines and related media as well as marine trade shows; developing new logo identity for the facility, rate cards, brochures and other marketing materials; creating social media presence (including the fernandinaharbormarina Facebook Page); and, sponsoring local events such as the *Annual Shrimp Festival* and *Sounds on Centre*; and,
- Working with the City of Fernandina Beach in an advisory capacity regarding marina dredging, submerged land lease issues and marine fuel supplier analysis.

Fernandina Beach Mayor, Susan Hardee Steger, comments, “The partnership between the City of Fernandina Beach and Westrec is a positive one for our community. During challenging economic times, Westrec’s facility enhancements, customer service skills, and marketing expertise have produced increased revenue for Fernandina Harbor Marina. We are delighted to have Westrec’s team of professionals managing and protecting one of our city’s most valuable assets.”

The Fernandina Harbor Marina—the first marina built on the Intracoastal Waterway (ICW) in Florida—is located *directly* on the ICW (at mile 716) via a well marked, charted and easy-to-navigate Federal Shipping Channel six miles from the Atlantic and is located in Fernandina Beach’s Downtown Historic District—which is on the National Register of Historic Places.

The marina—including the new retail store and fuel dock with high speed pumps—is open from 6:15 A.M. to 8:15 P.M. seven days a week. A full-time staff of eight ensures smooth operations for all marina guests and slip holders.

The marina features 5,875 linear feet of dockage which provides 60 lineal side-tie “slips” and 20 moorings, a 25’ depth at mean low water beyond the attenuator and 6’ at inside slips, allowing yachts up to 200’ and boats of all sizes to take advantage of the most modern of marinas while enjoying the amenities the community offers. Just 35 minutes from Jacksonville International Airport, 13 miles of pristine beaches, 5-star resorts, and first-class tennis and golf are just a short drive away.

Fernandina Harbor Marina: Accompanying Images

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The Ship’s Store

The Newly Improved Fuel Dock

A Bluebird Sky over Fernandina Harbor Marina

Fernandina Harbor Marina Full of All Kinds of Boats

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About WESTREC MARINAS

As the world’s largest owner operator of marinas and marine-related businesses, Westrec Marinas provides professional management services to its properties, affiliates and clients throughout the world. Founded in 1987, Westrec manages marina facilities located both in fresh and salt water environments, handling vessels ranging in size from personal watercraft to megayachts. Solutions unique to Westrec have been incorporated into our corporate philosophy throughout Westrec’s rapid growth. Service, our most important product, has remained unchanged since day one.

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