



Press Release

Media Contact: Rodrick Cox
Cox Group
t. (704) 896-2323
rodrick@coxgp.com

SBI Contact: John Carbonell
Super Boat International Productions, Inc.®
1323 20th Terrace, Key West, FL 33040
t. (305) 296-6166 · f. (305) 296-9770
www.superboat.com

FOR IMMEDIATE RELEASE

Super Boat International Signs Cox Group for Public Relations Program

Seasoned sports marketing/PR agency chosen for its offshore racing experience

KEY WEST, Fla. (May 15, 2009) – Super Boat International (SBI) announced today the signing of Cox Group, a full-service marketing and public relations agency based out of North Carolina. The agency will handle public and media relations for the racing organization.

After many years working for non-endemic offshore sponsors such as Anheuser-Busch, CITGO Petroleum and Lucas Oil, Cox Group is uniquely qualified to work with SBI. John Carbonell, SBI's CEO, is looking forward to the new partnership.

“Cox Group has been around the racing circuit for quite a while now,” Carbonell said. “With a history in NASCAR and offshore powerboat racing, they are familiar with the major media organizations and know how to effectively work with them to help promote our sport. I'm excited about them starting, and I expect them to hit the ground running in Marathon and become an integral part of our team.”

Agency owner, Rodrick Cox, believes those years of experience will prove valuable as his staff works on an ongoing public relations campaign throughout the racing season.

“We're thrilled to have the opportunity to utilize our offshore racing experience to work with SBI,” said Cox. “SBI has become North America's preeminent offshore powerboat series, with premier events in New York City, Sarasota, Fla., and the World Championships in Key West. We believe they have a great story to tell, and we look forward to helping promote and grow the sport we all love.”

About Super Boat International

Founded by John Carbonell 19 years ago, Super Boat International races are scheduled to take place in 11 markets across the country in 2009. The series has attracted many celebrity racers including Don Johnson, Kurt Russell, Chuck Norris, Bruce Jenner and Jason Priestley. An estimated 20 million race fans have attended Super Boat International races and this number continues to grow as the sport attracts new fans. Super Boat International is the only official national and international sanctioning body for offshore powerboat racing in the world. For more information about the Super Boat International Racing Series, including the complete race schedule, visit www.superboat.com.

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