

**NEWS RELEASE**

Seroka  
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**GENMAR YACHT GROUP RETAINS SEROKA  
TO PROMOTE ITS NEW YACHT**  
*Launches print and web campaign to  
introduce new yacht*

**Waukesha, Wis., August 19, 2008** – Seroka, a nationally recognized, integrated marketing communications firm, has been retained by Genmar Yacht Group of Pulaski, Wisconsin, to introduce its new Carver 44' Sojourn via a vibrant print and web campaign.

The unveiling of Genmar's new yacht will take place at the annual Carver Dealer Conference on August 27, 2008.

Dick Nocenti, Marketing Director for Genmar Yacht Group, stated, "We needed a fresh marketing perspective that differentiated and appropriately showcased the significant features of our new yacht, and Seroka's ideas and creative concepts were best suited to launch our campaign. The Seroka team demonstrated that they have a solid understanding of our product, our goals and most importantly, how to best present our newest yacht to prospects."

"I'm excited about working with Genmar and am passionate about the industry. I respect and recognize the integrity, superb quality, and world-wide appeal of the Carver brand," stated Patrick Seroka, President & CEO of Seroka.

For more information on Carver yachts, please visit [www.carveryachts.com](http://www.carveryachts.com).

**About Seroka**

Headquartered in Waukesha, Wis., with an office in Los Angeles, Calif., Seroka is a full-service branding, marketing, public relations, strategic planning and advertising firm that serves a nationwide client base. For more information, contact Scott at 262-523-3740 or visit [www.seroka.com](http://www.seroka.com).

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