



Press Release

For Immediate Release

SIERRA ANNOUNCES MID-YEAR INTRODUCTION OF NEW ELECTRICAL PRODUCTS

Sierra Expands Rotating Electric Product Category With New Starters, Alternators, Trim Motors and Other Electrical Components

(May 31, 2013, Litchfield, IL) Sierra, the leading supplier of marine engine and drive parts, is announcing major additions to their rotating electric product line with the introduction of more than 100 new products, including new starter motors and solenoids, alternators, trim motors, and other electrical components.

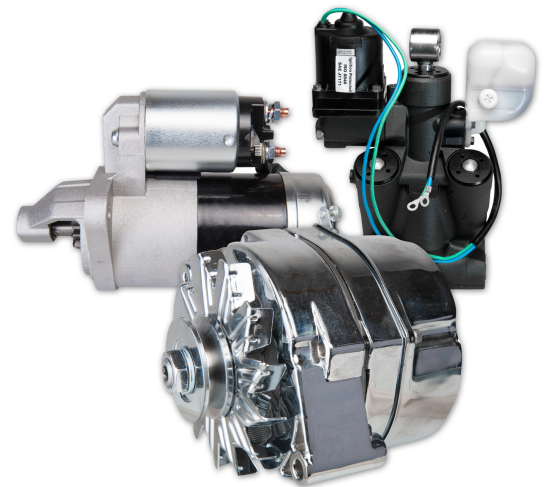
All new products have been designed to meet or exceed all OEM specifications and are built with premium quality materials assuring the utmost in performance and durability.

“These additional new products raise the bar in terms of quality, performance, and selection,” said Tom Douglass, Vice President of Sales and Marketing for SeaStar Solutions. “When a dealer installs a new Sierra starter or alternator, he can be assured that we’ve covered every detail, from ease of installation to performance on the water to durability and reliability – and that he’ll have a satisfied customer.”

Sierra Starter Motors and Solenoids

A new chrome-plated starter for high performance GM engines leads a list of 56 new starters from Sierra. New starter motors are available for Evinrude, Johnson, Suzuki and Yamaha outboard motors; Mercruiser and Volvo gas and diesel sterndrive engines; Sea-Doo, Kawasaki, Honda, Arctic Cat, and Yamaha personal watercraft; even Caterpillar and Yanmar diesel engines.

Starter motors are all new and designed exclusively for marine applications. Special attention has been paid to high-quality heat resistant epoxy coating for armatures to secure and insulate wiring. Special permanent magnets increase torque, 90/10 copper bushings resist saltwater corrosion and heavy-duty needle bearings contribute to increased durability.



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In addition to starter motors, Sierra is also introducing new starter solenoids featuring 100% copper windings for maximum pull strength, solid copper terminals and contact disks, as well as plated brackets and canisters for corrosion resistance. Sierra solenoids are designed to match OEM mounting patterns and can be installed without modification.

Sierra Alternators

Sierra is also introducing 22 new alternators for Yanmar, Caterpillar and Cummins diesel engines; Crusader V8s, and OMC, Yamaha and Volvo sterndrives. These alternators are new, not rebuilt units, and include wiring harness (where applicable) to facilitate easy installation.

Sierra alternators feature plated fans, pulleys and hardware for exceptional corrosion resistance, an important factor given the marine environment. Output meets or exceeds OEM specifications and flame arrestor screens have been incorporated into the design to meet US Coast Guard and SAE J1171 standards for fire prevention and safety.

Trim Motors

Sierra offers a variety of complete trim assemblies, trim motors and pumps for marine applications. A new complete three-ram trim assembly is available for Honda, Johnson, Evinrude, Suzuki, Tohatsu and Yamaha outboard motors. Replacement trim motors are also available for Mercruiser, OMC Cobra and Volvo Penta sterndrives; Honda, Johnson, Evinrude, Yamaha and Suzuki outboards; as well as Sea-Doo and Kawasaki personal watercraft.

These new trim motors from Sierra are new, not rebuilt, units. They meet the latest OEM specifications and feature high quality, proven components, including high temperature epoxy armature assemblies and heavy-duty valves to provide reliable performance and long life. Additionally, all trim motors include new harnesses and relays for easy installation.

Voltage Regulators

Sierra is also offering six new voltage regulators for Yamaha and Sea-Doo personal watercraft. These new voltage regulators feature OEM-style connectors and fit existing mounting patterns so no modification is needed for installation. They are designed to meet or exceed OEM specifications and are plated for exceptional corrosion resistance.

In addition to new starters, alternators, trim motors and voltage regulators, Sierra is offering battery isolators, a new battery shut-off relay and a trim wiring harnesses that converts 3-wire to 2-wire systems. Like all Sierra products, these new electrical components carry the company's Limited Lifetime Warranty. Should a failure occur, Sierra pays for parts and labor (at posted shop rates), as well as incidental charges to fix the problem. See your distributor for details.

About SeaStar Solutions

SeaStar Solutions (formerly Teleflex Marine) is the leading global provider of OEM and aftermarket products and accessories for the recreational marine and related markets. Sold around the world under the SeaStar, Sierra, BayStar, Prime Line and Proheat brands, the Company's products are recognized for their quality, reliability and technical innovation. For more information, please refer to the Company's website at www.seastarsolutions.com.

About HIG

H.I.G. Capital is a leading global private equity investment firm with more than \$10 billion of equity capital under management and a team of more than 225 investment professionals. Based in Miami, and with offices in Atlanta, Boston, Chicago, Dallas, New York, and San Francisco in the U.S., as well as international affiliate offices in London, Hamburg, Madrid, Paris and Rio de Janeiro, H.I.G. specializes in providing capital to small and medium-sized companies with attractive growth potential.

H.I.G. invests in management-led buyouts and recapitalizations of profitable and well-managed manufacturing or service businesses. H.I.G. also has extensive experience with financial restructurings and operational turnarounds. Since its founding in 1993, H.I.G. invested in and managed more than 200 companies worldwide. The firm's current portfolio includes more than 50 companies with combined revenues in excess of \$8 billion. For more information, please refer to the H.I.G. website at www.higcapital.com.

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