



Press Release

For Immediate Release

SEASTAR SOLUTIONS® READIES POPULAR “ONBOARD REWARDS” PROGRAM FOR RE-LAUNCH

Online Brand Loyalty Program Will Be Back Online Soon With Full Functionality And New Features

(Litchfield, IL, September 03, 2015) – SeaStar Solutions’ popular brand loyalty program, OnBoard Rewards, has been offline over the summer for reasons beyond the company’s control. However, SeaStar Solutions is pleased to announce that the site is expected to re-launch later this year.

“We want the OnBoard Rewards experience to be both motivating and stimulating,” said Tom Douglass, Vice President of Sales and Marketing for SeaStar Solutions. “When the site re-launches later this year, our members will find everything they liked from the original – and some exciting, new features that will add to the fun.”

When the site re-launches, members of OnBoard Rewards will be able to pick up right where they left off. In fact, they’ll find all the points they accrued before the hiatus waiting for them in their accounts. The popular brand loyalty program will continue to offer online tutorials for SeaStar and TaylorMade products, as well as the addition of more activities centered on Sierra engine and drive parts. Participation in the tutorials and games, as well as keeping track of product sales, gives members the opportunity to accrue points that can be redeemed for merchandise and gift cards.

A formal announcement regarding the exact date of the re-launch, as well as any additional information regarding OnBoard Rewards, is expected by the end of the year. Watch this space!

For more information on OnBoard Rewards or any of SeaStar Solutions’ full line of steering, control or engine and drive parts, contact SeaStar Solutions, 1 Sierra Drive, Litchfield, IL. Phone 217-324-9400, or visit their website, www.seastarsolutions.com.

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About SeaStar Solutions

SeaStar Solutions 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, Shields, Detwiler, Inca, Mallory, 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 American Securities LLC

Based in New York with an office in Shanghai, American Securities is a leading U.S. private equity firm that invests in market-leading North American companies with annual revenues generally ranging from \$500 million to \$2 billion. American Securities and its affiliates have approximately \$10 billion under management. American Securities is currently investing from its sixth fund. The firm traces its roots to a family office founded in 1947 to invest and manage a share of the fortune created from the growth of Sears, Roebuck & Co in the early 1900s. More information about American Securities can be found at www.american-securities.com.

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