



Press Release

For Immediate Release

SEASTAR SOLUTIONS' POPULAR *ONBOARD REWARDS* PROGRAM IS BACK ONLINE

Participating Members Will Also Gain Access To Enhanced Features On The Company's SONAR Online Parts Look Up Program

(Litchfield, IL, January 6, 2016) - SeaStar Solutions, the leader in marine steering and control systems, and its Sierra Marine engine and drive parts division, today announced that its popular *OnBoard Rewards* brand loyalty program is back online after a hiatus of several months. Marine dealers, technicians and sales reps can now return to their accounts and once again participate just by logging in.

As an added benefit, one login will now provide participating members with access to their *OnBoard Rewards* account, as well as the company's SONAR Sierra Online Application Resource program and its new Warranty Tracker feature. This "dealers only" program gives registered users the ability to handle warranty items online, directly with Sierra Marine. (Dealers not participating in the *OnBoard Rewards* program can set up their own SONAR log-in separately for access to SONAR and its Warranty Tracker feature.)



"The new site looks great and we're eager to get everyone back online and involved with the program," said Tom Douglass, Vice President of Sales and Marketing for SeaStar Solutions. "In addition, we've been able to bring together our *OnBoard Rewards* and new SONAR program, so dealers can log in once and get access to both sites."

OnBoard Rewards members with existing accounts are encouraged to visit the site as soon as possible. Upon logging in, each member will be asked to confirm their profile details. Once confirmed, they will set up a new username and password which will now provide dealer-only access to both the *OnBoard Rewards* program and SeaStar's SONAR online parts look-up resource and Sierra digital catalog. Registered users will be able to use the SONAR system to search for parts, and importantly, use the program's Warranty Tracker feature, with more advanced features to be added in the near future. A tutorial video on using SONAR is available on the company's website, www.seastarsolutions.com.

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Member *Onboard Rewards* account point balances have remained intact during the hiatus. Product stickers and codes that members have accumulated during the hiatus can be input and added to their point balances right away. The program's training modules and "Question Of The Week" features will be back up and running after the first of the year. For more information on *OnBoard Rewards*, SONAR or SeaStar Solutions' full range of marine steering, control and engine products, visit www.seastarsolutions.com.

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

American Securities is a leading middle-market private equity firm with one of the most consistent track records in the industry of building successful, enduring businesses. We invest in North American based companies with revenues ranging from \$500 million to \$2 billion and currently have more than \$13 billion under management. More information about American Securities can be found at www.american-securities.com/.

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