



Press Release

For Immediate Release

SEASTAR SOLUTIONS UPDATES SIERRA ONLINE APPLICATION RESOURCE (SONAR) PARTS LOOKUP SYSTEM AND DIGITAL CATALOG

System Now Provides Yamaha Model/Parts Search and Online Warranty Claims Management

(Litchfield, IL, January 11, 2016) – SeaStar Solutions SONAR System database has recently been updated to include Yamaha engine parts found in the Sierra engine and drive parts catalog. The system previously covered all available Sierra parts for Mercury, Mercruiser, Johnson and Evinrude engines.

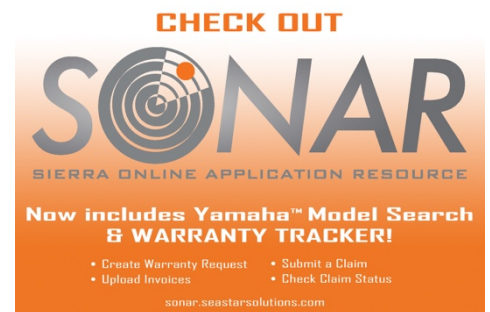
The SONAR system has also been upgraded to allow registered dealers to submit warranty claims online, check the status of those claims and upload invoices for necessary service work.

“Our team is continually working to make SONAR more complete and to add more features,” said Tom Douglass, Vice President of Sales and Marketing for SeaStar Solutions. “These new upgrades expand the usefulness of the site for both the consumer and our dealer network.”

Consumers and dealers can use the site to search for a specific Sierra or OEM part number. They can also search available parts by engine model simply by entering the engine brand, model number or description, model year, horsepower and/or serial number. Diagrams and exploded views are also available for many models, allowing the user to search for and identify a specific part within a component or system.

Dealers interested in taking advantage of SONAR’s online warranty claim management capability, as well as other exclusive benefits, can register by visiting catalog.seastarsolutions.com and clicking on the “Login to SONAR” button at the top of the page. Dealers who already participate in SeaStar Solutions’ OnBoard Rewards program can register through that site, myonboardrewards.com, as well.

For more information on SONAR, Sierra’s full catalog of engine and drive parts, or SeaStar Solutions’ full range of steering and control products, visit 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, 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

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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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