



Press Release

For Immediate Release

SEASTAR SOLUTIONS SETS COURSE WITH STEERING AND HYDRAULICS INTERNATIONAL SALES MEETING

Attendees From 20 Countries Meet In Vancouver To Learn And Share

(Litchfield, IL) – SeaStar Solutions, the world leader in mechanical and hydraulic steering and control systems, recently held their first-ever international sales meeting at their Hydraulic Division headquarters, just outside of Vancouver, BC, Canada. With the continued growth of the international boating business, this was an important step in enhancing SeaStar Solutions’ position in the global marine marketplace.

Principals and associates from SeaStar Solutions distributors in 20 different countries in Asia, Australia, Europe, Scandinavia, South Africa, and England gathered for three days of intense product education and sales training. In-depth small group sessions dealt with Mechanical Steering, Hydraulic Steering, Jackplates, and Optimus 360 and EPS Systems. Each small group also toured the Richmond, BC plant and had the opportunity to get out on the water for product demonstrations.



“Our steering business has changed dramatically over the past five years,” said Tom Douglass, vice president of sales and marketing for SeaStar Solutions. “We’ve introduced an entirely new category of steering products with our Optimus joystick and EPS systems, our Xtreme cables and helms have improved our renowned mechanical steering business; we’ve even added high-tech hydraulic jackplates to our product line. It was time to bring the team together to not only celebrate our success, but to share and develop sales strategies to help us take full advantage of our new products’ features and benefits moving forward.”

For more information on SeaStar Solutions’ full range of mechanical, hydraulic and electronic steering and control products, or for the name of a dealer or international distributor, please visit www.seastarsolutions.com.

(Next Page)

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

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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