



## Press Release

---

**For Immediate Release**

### **SEASTAR SOLUTIONS ACQUIRES SELOC PUBLISHING COMPANY**

#### **Seloc Marine Manuals and Online Info Services Will Enhance SeaStar's Ability To Provide Complete Look-up, Supply and Information Services To Their Customers**

**(May 2017 - Southampton, UK)** - SeaStar Solutions, leading manufacturer of mechanical and electronic steering and control systems, marine engine and drive parts, and a wide range of OEM and aftermarket marine products, has announced its acquisition of SELOC Publishing Company, a Pennsylvania, USA-based publisher of marine engine service manuals, including SELOC Online, SELOC Pro and Counterman online parts database services.

“Adding SELOC to SeaStar Solutions’ portfolio of businesses makes perfect sense. It enhances our SONAR online parts application resource system and allows us to provide our customers with an even more complete parts look-up and supply solution,” said Tom Douglass, Vice President of Sales and Marketing for SeaStar Solutions. “In fact, it goes one step further by allowing us to provide the installation instructions to make the entire job as easy as lookup, order and install.”

DIY boat owners, dealers and their service technicians have relied on SELOC manuals for more than 40 years. Their how-to manuals not only include detailed exploded-view drawings, photos and illustrations, but also provide easy-to-understand instructions that carefully guide the reader through everything from regular maintenance procedures to complex engine repairs. SELOC provides manuals for a wide range of marine engines, including 2- and 4-stroke outboards, stern drives, diesel engines and personal watercraft.

SELOC Publishing will continue to operate independently for the foreseeable future as SeaStar Solutions works to integrate the SELOC database and info services into their Sierra Online Application Resource (SONAR) system. Present SELOC subscribers will continue with their programmes without interruption or intrusion.

For more information on SeaStar Solutions and their complete range of OEM and aftermarket marine products, please visit [www.seastarsolutions.com](http://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, 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](http://www.seastarsolutions.com)

*Continued overleaf...*

## **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 \$200 million to \$2 billion and/or \$50 million to \$300 million of EBITDA. American Securities and its affiliates have approximately \$15 billion under management. More information about American Securities can be found at [www.american-securities.com](http://www.american-securities.com).

## **For more information contact**

**Contact:** Alan McMurtry, Scene Media, T: +44 (0)23 8091 9992 E: [marine@scene-media.co.uk](mailto:marine@scene-media.co.uk)