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**Dino Publishing Expands Publication List  
with Debut of *Amped* Magazine**

**CHICAGO, Ill., October 22, 2007** – Dino Publishing, award-winning custom publisher of *Sea Ray Living*, *Baja: Full-Throttle*, *Trophy* and *Taste* magazines, announces the debut of *Amped*, a new magalog title produced on behalf of Charles Marine and Industrial Group. *Amped* magazine celebrates the boating lifestyle as well as the technologies that bring boating to life.

*Amped* is all about powering big adventures. The magazine section features compelling stories of people utilizing and relying on Charles Industries products to enrich their boating experiences, while the catalog portion highlights the array of Charles Marine electrical systems and equipment.

“The goal for *Amped* is that it will both inform and inspire,” said Lyle St. Romain, managing director of Charles Marine and Industrial Group. “*Amped* makes it easier for customers to choose electrical solutions to power their boating lifestyles, while giving them new ideas on how to increase their safety and enjoyment while boating. So far the response has been extremely positive.”

With stunning photography, clean design and compelling stories, the premiere issue begins with departments that explore a myriad of topics, from state-of-the art boat storage to a how-to on caring for all of your onboard AC/DC needs. *Amped* continues with feature stories on global voyaging, shore-power issues, and, most prominently, how Charles Industries has helped New Orleans in its post-Katrina recovery.

“*Amped* is a unique and exciting project for us, and we’re thrilled about the great storytelling possibilities it holds,” said Doug Leik, president/publisher

of Dino Publishing. “This publication takes a fresh perspective on boating by revealing the stories behind the stories.”

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Dino Publishing initiates customized customer communication programs to meet the strategic branding, acquisition and retention needs of its clients. Dino Publishing creates custom magazines and integrated marketing campaigns for its clients that help cement them as integral parts of their customers’ lives. For more information about Dino Publishing and its lifestyle custom publishing and marketing solutions, visit [www.dinopublishing.com](http://www.dinopublishing.com).