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

CHICAGO, Ill., July 17, 2007 – Dino Publishing, award-winning custom publisher of *Sea Ray Living*, *Baja: Full-Throttle*, *Trophy* and *Taste* magazines, announces the debut of *Catch*, a new magalog title produced on behalf of Sea Pro Boats. *Catch* will be published three times a year and will be distributed internationally.

Catch explores an exciting arena where big fish and big adventure come together in one tidy package. The magalog focuses on the fish-chasing journeys of actual Sea Pro anglers through their experiences and perspectives.

“*Catch* magazine makes it easier for our customers to find information about specific models, while giving them new ideas on how to increase their fishing success and boating enjoyment,” said Jay Povlin, president of Sea Pro. “Owning a Sea Pro provides access to a world of adventure, and *Catch* gives customers fantastic ideas about how to tap into it.”

Crisp design, world-class photography, impeccable writing and editing amplify the larger-than-life *Catch* aesthetic. The premiere issue of *Catch* begins with coverage of new models and features with anglers in action. The magazine’s departments explore a myriad of topics, from a behind-the-scenes look at boat design to a how-to on net casting for bait.

“*Catch* will increase our customers’ enthusiasm for sportfishing while helping them make the most of the fishing lifestyle,” said Povlin. “The magalog will share true tales of chasing fish, tips from other Sea Pro owners and all the latest news from Sea Pro.”

“We are extremely excited about engaging Sea Pro boaters and

strengthening their connection to the brand and the sport of fishing,” said Doug Leik, president/publisher of Dino Publishing. “*Catch* will give a voice to the unique sportfishing lifestyle Sea Pro customers enjoy and celebrate.”

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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.