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**Dino Publishing Adds Custom Publishing Clients  
with *Bayliner* and *Maxum* Magazines**

**CHICAGO, Ill., April 24, 2008** – Dino Publishing, award-winning custom publisher of *Sea Ray Living*, *Trophy*, *Catch*, *Taste* and other customer magazines, is pleased to announce the upcoming publication of *Bayliner* and *Maxum*, two new magalog titles produced on behalf of US Marine, the parent company of Bayliner Boats and Maxum Boats. The *Bayliner* and *Maxum* magalogs will be published three times a year and will be distributed through direct mail and US Marine's wide network of boat dealers.

The *Bayliner* and *Maxum* magalogs will explore the exciting lifestyles that owning these boats can provide. Readers will learn new ideas on how to boost their boating enjoyment. The magazine section of *Bayliner* celebrates the family fun and adventure possible through Bayliner ownership, while the catalog section makes it easier for customers to find information about specific models. *Maxum's* magazine section highlights the remarkable performance, style and versatility of Maxum boats, supported by the in-depth catalog section where each model's stunning features are outlined.

Each magalog features crisp design, world-class photography, and impeccable writing and editing that capture the traits and aesthetic of its lineup of boats.

These new projects mark a deepening relationship between US Marine and Dino Publishing, which already produces a dealer newspaper called *The Insider* for the well-known boat manufacturer.

"These magazines give us the canvas on which to paint the Bayliner and Maxum experiences," said Kaydee Johnston, vice president of marketing

for US Marine. “They give customers the chance to really escape into the worlds these boats can create—whether it’s full of more fun time with the family or high-class cruising with close friends.”

“Bayliner and Maxum are among the most successful and recognizable brands in the marine industry, and it’s an honor and a thrill to be creating homes for the great stories they have to tell,” said Doug Leik, president/publisher of Dino Publishing. “Producing varied and unique boating lifestyle magazines is a specialty of ours, so these projects allow us to really exercise our strengths as a publisher. And with these new titles, we reach an even greater share of the boating audience.”

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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).