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***Sea Ray Living* Earns High Honors
in the 2008 Magnum Opus Custom Publishing Awards**

CHICAGO, Ill., Oct. 7, 2008 – *Sea Ray Living* magazine received a Grand Award Special Recognition in this year’s Magnum Opus Awards for its overall excellence among externally distributed custom magazines. By focusing solely on custom publications, this competition provides keen insight into the successful strategies in this burgeoning field. Dino Publishing produces *Sea Ray Living* four times a year for Sea Ray Boats.

The 5th annual Magnum Opus Awards recognized publications in specific categories—such as feature article writing and photography—with Gold, Silver and Bronze awards. The Grand Awards and Grand Award Special Recognitions are reserved for those publications whose clear message, elegant execution and precise design garner extraordinary response from the judges in all categories.

More than 800 custom publications entered the contest this year, a record-breaking number that more than doubled entries from its first year. Entries were judged by professors at the Missouri School of Journalism and leading custom-publishing professionals. Other recipients of 2008 Grand Award Special Recognition include American Airlines Publishing, Toyota Motor Sales and the Walt Disney Company.

“We are thrilled to receive such a high honor in our first year of entering this competition,” said Doug Leik, president/publisher of Dino Publishing. “*Sea Ray Living* has always endeavored to be a well-rounded publication, a publication with satisfying content that forges a deep

connection between Sea Ray owners and their brand. That's the unique challenge of custom publishing, and this award is a great validation of our efforts to meet that challenge."

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About Dino Publishing

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.

About Sea Ray

Founded in 1959, Sea Ray is the world's largest manufacturer of superior quality pleasure boats. Sea Ray is headquartered in Knoxville, Tenn., and operates as part of the Boat Group Unit of Brunswick Corporation. With more than 40 models ranging from 17 to 68 feet, Sea Ray makes a boat for every lifestyle—each built with a unique commitment to quality, craftsmanship, and excellence throughout.