



FOR IMMEDIATE RELEASE

Contact: Dino Publishing
Randy Hess, Editorial Director
Phone: (312) 822-9266

**Dino Publishing Produces B2B Newspaper
for Boat Manufacturer US Marine**

CHICAGO, Ill., December 14, 2007 – Dino Publishing, award-winning custom publisher of *Sea Ray Living*, *Baja: Full-Throttle*, *Trophy*, *Catch*, *Taste* and other customer magazines, is pleased to announce the publication of *The Insider*, a tabloid newspaper produced on behalf of US Marine and distributed to its worldwide network of boat dealers.

This marks the third installment of *The Insider* produced by Dino Publishing for US Marine. *The Insider* provides the timely, relevant and actionable information dealers need to best serve their customers, stay ahead of boat market trends and maximize sales. Combining fresh writing, interesting and informative graphics, and strong photography, *The Insider* delivers lots of knowledge in an easily digestible package.

"*The Insider* is a vital avenue of communication with our dealer network," said Todd Kendall, vice president of marketing for US Marine. "It gives them a guide to the market terrain as well as a handy reference on our products and strategies. It's truly essential reading for all our business partners."

"We're thrilled to continue our relationship with US Marine, one of the largest boat manufacturers in the world," said Doug Leik, president/publisher of Dino Publishing. "Given that we know this industry so well from producing numerous boating lifestyle magazines, this project really dovetailed with our strengths as a publisher."

###

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.