



## NEWS

FOR IMMEDIATE RELEASE

SEPTEMBER 9, 2008

### **JEPPESEN MARINE AND SEA TOW JOIN FORCES TO PROVIDE MEMBERS WITH ENHANCED BENEFITS ON AND OFF THE WATER**

*C-Map Electronic Chart Owner's Club and Nation's #1 Marine Assistance Provider Forge Alliance That Benefits Boaters Coast to Coast*

Southold, N.Y. and Cape Cod, Mass., September 9, 2008

– A joint agreement between Jeppesen Marine's Club  
Jeppesen Marine and Sea Tow Services International Inc.,



was announced today, clearing the way for members of both organizations worldwide to enjoy enhanced benefits on and off the water.

Club Jeppesen Marine is a successful global club for owners of Jeppesen Marine's leading C-Map electronic charts, developed to give navigators easy, affordable access to the most up-to-date cartography, along with a host of other benefits. Sea Tow is recognized as the world's leading provider of boater services, delivering not only on-water assistance, but also a variety of important programs to make boating safer and more enjoyable, including: Trailer Care, Sea Insure, Sea Loans, Sea Smart, and the Sea Tow Advantage Network. With 121 locations worldwide and nearly 1,000 captains, crew and support staff standing by 24/7 to assist boaters in need, the Sea Tow name is synonymous with peace of mind.

“Our organizations share important common goals — enhancing security and safety on the water and making boating more enjoyable,” said Richard Ellis, Jeppesen Marine's Club director. “By joining forces, we've made it easier and more affordable for boaters to belong to both organizations and enjoy even greater benefits,” Ellis added. As part of this agreement, Club Jeppesen members can enjoy a 15 percent discount on any Sea Tow membership option, as well as substantial discounts on insurance through Sea Insure. Boaters who belong to Sea Tow will be provided with a special introductory rate for joining Club Jeppesen Marine (\$69 vs. \$89), as well as reduced annual dues for as long as they remain members of both programs.

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Club Jeppesen Marine gives all owners of C-Map electronic charts a wide range of benefits, including a no-cost annual update to the C-Map chart title of their choice. This updated chart [card](#) is sent automatically to members to ensure that sailors, cruisers and sport fishermen always navigate with the most accurate, current chart data possible. This update alone is worth far more than the annual dues, however, Club Jeppesen Marine also entitles boaters to discounts on a range of products and accessories like the PC-Planner home voyage planning tool, access to special chart exchange programs, money saving chart rentals for those on one-time cruises, a free one-year subscription to a leading boating magazine, and more.

“This is a win-win situation for members of both our organizations,” said Capt. Joseph Frohnhoefer III, vice president of operations, Sea Tow. “We are dedicated to improving personal safety and peace of mind on the water. Through its C-Map electronic charts and unique owner’s club, Jeppesen Marine is dedicated to helping boaters navigate safely and efficiently. This arrangement just makes it easier and more cost effective for boaters to enjoy the benefits of both,” Frohnhoefer added.

For more information about Club Jeppesen Marine, C-Map electronic charts and compatible GPS/chart plotters from a variety of top manufacturers contact Jeppesen Marine’s Cape Cod, Mass., office at 800.424.2627 or visit [www.c-map.com](http://www.c-map.com).

To learn more about Sea Tow membership, programs and services for boaters, call 800.4SEATOW or visit the company’s website at [www.seatow.com](http://www.seatow.com).

***About Sea Tow:***

*Sea Tow Services International Inc. is the nation’s leading marine assistance provider. Founded in 1983 by Chairman & CEO Capt. Joe Frohnhoefer, Sea Tow now serves over 170,000 members in more than 121 locations throughout the United States, Europe, Australia, Bahamas and Puerto Rico. For a full list of membership benefits, or to inquire about becoming a Sea Tow Services International franchisee, please visit [www.seatow.com](http://www.seatow.com).*

*For more information, please contact: Emily Corman, Marketing and Communications, Sea Tow Services International, [ecorman@seatow.com](mailto:ecorman@seatow.com) or 631-765-3660, ext. 3136.*

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***About Jeppesen Marine***

*Jeppesen Marine is a market-leading provider of digital navigation solutions, based on worldwide vector chart data type approved to ISO19379, meteorological information and transmission technologies. Through its wide range of products and services, Jeppesen Marine serves numerous markets from light marine, to today's safety-conscious commercial shipping industry operating on the inland/coastal waterways as well as high seas. Jeppesen Marine is chartered with the same underlying values that launched Jeppesen in 1934 – improving safety and efficiency through innovative navigation solutions.*

*For more than 70 years Jeppesen has made it possible for pilots and their passengers to safely and efficiently reach their destinations. Today this pioneering spirit continues as Jeppesen delivers essential information and optimization solutions to improve the efficiency of air, sea and rail operations around the globe. Jeppesen is a subsidiary of Boeing Commercial Aviation Services, a unit of Boeing Commercial Airplanes. Jeppesen corporate information is available online at [www.jeppesen.com](http://www.jeppesen.com).*

*Media Contact: Ron Ballanti  
Strike Zone Communications  
818.349.4608*