

P R E S S R E L E A S E

2007 MIAMI MEDIA TOUR TO AIR ON THE WATER CHANNEL

NORFOLK, Va. – January 11, 2006 – Rhodes Communications, producer of the co-op media tour from the Miami International Boat Show, today announced that an agreement has been reached to air the 2007 telecasts on The Water Channel.

Jim Rhodes, president of Rhodes Communications, said, “We have agreed to provide The Water Channel with daily televised reports featuring the hottest new boats and accessories at the Miami show.”

“The Water Channel will air the 60-second segments each day during the boat show,” said George Sullivan, senior vice president sales and marketing, The Water Channel. “The boat show updates will appear several times per day, interspersed with our regular programming.”

In addition to The Water Channel, the Miami media tour telecasts will be distributed nationally through Newswatch, American News Network and Consumer Edition syndication services. They will also be delivered as Podcasts through the **boats.com** Website and as news/entertainment content to mobile phones. The tour will also include live interviews with radio stations in major media markets during prime drive-time.

“With the addition of The Water Channel, we expect the Miami media tour to reach upwards of 20 million viewers,” said Rhodes.

The telecasts will be hosted by Dick DeBartolo, the nationally known “Giz Wiz” gadget expert and Mad Magazine’s “Maddest Writer” for over 40 years. He is also a contributing editor for *Powerboat* magazine.

The Miami International Boat Show media tour is being produced by Rhodes Communications in collaboration with Gourvitz Communications, a New York-based broadcast public relations company.

About Rhodes Communications

Based in Norfolk, Va., Rhodes Communications (www.rhodescommunications.com) is a full-service public relations, advertising and marketing communications firm with over 20 years of

experience. The company serves a diverse, international client base and specializes in business-to-business promotions in vertical markets including the maritime, aviation, law enforcement and security, trucking, surveying GIS, construction and telecommunications industries.

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