

*For Immediate Release:*

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**RHODES COMMUNICATIONS ANNOUNCES PLANS FOR EXPANDED  
MEDIA TOUR AT MIAMI INTERNATIONAL BOAT SHOW IN 2007**

*Producers Plan to Double Audience Size While Cutting Participation Costs in Half*

NORFOLK, Va. – October 18, 2006 – Rhodes Communications, producer of the successful co-op satellite media tours from the Miami International Boat Show the last five years, has announced plans for an expanded event in 2007.

“After several successful years, we are revitalizing and broadening the scope of the Miami media tour for 2007, picking up new distribution channels and adding a second tour,” said Jim Rhodes, president of Rhodes Communications. “At the same time, we are trimming our fixed costs, opening more cost-effective opportunities for boating-industry companies to take advantage of this unique vehicle for broad-based national branding to an audience of millions.”

As in previous years, the Miami International Boat Show media tours will be hosted by Dick DeBartolo, the nationally known “Giz Wiz” gadget expert and “Mad’s Maddest Writer” for over 40 years.

There will be two co-op media tours from the Miami show, according to Rhodes. The first will be distributed on the Wednesday immediately prior to the show’s opening, and the second on the Wednesday after the show closes. “In the first, Dick will preview products to be introduced at the show, and in the second, he will feature products seen at the show,” said Rhodes.

Rhodes expects each of the two tours to reach an audience of well over 10 million, for a combined total of more than 20 million. The telecasts will be distributed through leading national

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syndication services, Newswatch, American News Network and Consumer Edition, with a combined Nielsen reach of 8.2 million households. In addition, there will be live interviews with radio stations in major media markets during prime “drive time,” adding another million or more listeners to the audience.

The Miami segments will also delivered as podcasts through the Boats.com and Yachtworld.com Web services, with a documented reach of 2.4 million unique visitors per month. And for the first time in the boating industry, the show will also be distributed as news/entertainment content through Sprint PCS mobile phones.

The boat show media tours are produced by Rhodes Communications, a PR and advertising firm specializing in the boating industry for more than 20 years, in collaboration with Gourvitz Communications, a New York-based broadcast PR company.

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