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NEWS RELEASE



Loggerhead Club & Marina™ Increases Public Boating Access to Florida's Waterways

Loggerhead Club & Marina™ has eight marina, slip and dry storage locations open to the public along Florida's east coast from Miami north to Vero Beach

by Leslie McKerns

JUPITER, FL – **Seven Kings Holdings, Inc.**, the premier South Florida marina development and holdings company, announces that all eight premiere Loggerhead Club & Marina™ facilities open under the Loggerhead Club & Marina™ flag will be providing club amenities while remaining open to the public. **Loggerhead Club & Marina™** has eight marinas totaling 2,000 slips open to the public positioned from Miami north to Vero Beach. Marinas under the brand include: Loggerhead Club & Marina™—Vero Beach, Loggerhead Club & Marina™—Palm Beach Gardens, Loggerhead Club & Marina™—Riviera Beach, Loggerhead Club & Marina™—Lantana, Loggerhead Club & Marina™—Hollywood, Loggerhead Club & Marina™—Aventura, Loggerhead Club & Marina™—North Miami, Loggerhead Club & Marina™—Miami. Reservations and information can be made by calling



888-LOGGER2 or by visiting <http://loggerheadclubandmarina.com>.

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The newest Loggerhead Club & Marina™ location, Loggerhead Club & Marina—Riviera Beach™ offers a Club and resort destination and a protected, sheltered marina with dry storage inside for 300 boats up to 45 feet in length. Loggerhead Club & Marina—Riviera Beach™ affords sweeping panoramic views in every direction of the marina, providing immediate access to the Intracoastal and Atlantic Ocean. The marina is under construction and is taking advance reservations for the Fall 2005 season.

“All Loggerhead Club & Marina™ branded marinas provide a sheltered convenient home port with easy access to the Atlantic Ocean for offshore sailing and deep sea fishing,” said Raymond Graziotto, co-owner of the Loggerhead Club & Marina™ brand. Loggerhead Club & Marina™ offers eight marinas totaling 2,000 slips, 24 hour security with vehicle access through managed guard gates, ships stores, Captains Lounges and Harbormaster’s offices with virtual offices for Members, new air-conditioned and tiled restrooms, showers and laundry.

Loggerhead Club & Marina™ offers Club amenities and resort destinations along the Florida East Coast, with protected, sheltered wet slip marinas and dry dock storage. Full marina service is available seven days a week, staffed by well-trained uniformed employees. Marinas afford wet slips and dry storage for vessels up to 75 feet in length (120 feet in some locations), with annual or monthly leases. Daily dockage rates obtainable.

Q&A With Raymond Graziotto, Co- Owner of Loggerhead Club & Marina™ brand marinas



Q. What are the long-term goals for Loggerhead Club & Marina™ brand marinas?

A. "Growth and continued access for the public to our waterways. Public access is the hot-button issue that surrounds growth and we've made Loggerhead Club & Marinas open to the public at all our locations," said Ray Graziotto, co-owner of the brand. "We have a long-term plan that includes new marinas in the pipeline and a growing list of amenities for our already operational locations. We've continued to execute well against our long-term strategic plan while creating value for the Loggerhead Club & Marina boater. Loggerhead Club & Marina brand clubs are positioning themselves to be a

highly recognized national and international name with an associated branded upscale image. Boaters travel, and when they do excellent word of mouth will follow. We want to be the locations that everyone says are a "must visit."

Q. And the short-term goals for Loggerhead Club & Marina™ brand marinas?

A. "Treating our customers differently than they find at any other facility in South Florida. That means being 100% up to speed with clean state-of-the-art facilities and trained, uniformed attendants with a great attitude. "

Q. What significant benefit comes to mind for those who use Loggerhead Club & Marina™ brand marinas?

A. "Rent from us and consider it your home port. If you're a local, pick from one of eight locations near your residence. If you're an out-of-stater it should be an area that you consider to be your geographic home port when you're in the area. Then get membership benefits in a portfolio—take a weekend trip to another Loggerhead facility or hopscotch to three or four. The reciprocal club package allows free dockage to our members at all our facilities from Miami north to Vero Beach."

Q. Are there planned activities at Loggerhead Club & Marina™ brand marinas?

A. "Absolutely. We've got 2,000 slips from Miami north to Vero Beach and that includes fantastic possibilities for both water and land-based activities. We're developing an active program of social activities, sun-down and Friday-night get togethers, regattas, angler tournaments and trips. We've just conducted a 40 vessel boat rally over to the Bahamas, and will be writing about that and other planned trips in our Loggerhead Club & Marina newsletter. The newsletter will be available on-line, at our ship's stores and offices and mailed to our membership list."

Q. What are the growth prospects for Loggerhead Club & Marina™ brand marinas?

"We continue to see increasing interest in Florida from outside the State, with an increasing number of customers coming to us from greater distances. The potential demand for boating is driven by demographics. Consider the U.S. Census Bureau's strong growth projections for Florida. The Census Bureau is projecting that the population of Florida will increase by approximately 80 percent, or 12 million people, over the next 25 years. A significant percentage of those who come to live here are attracted by sun, sand and the water, and will become boaters—Palm Beach County alone has 50,000 registered vessels, and I believe the State has 954,000 permanent vessels registered and another 500,000 annual visitors. Combine that with the fact that the four hurricanes in 2004 caused 100 million dollars damage to marinas in Palm Beach County alone, and now many marinas and boat storage places are filled to capacity, or at 80 to 90% most of the year, and can have lengthy wait lists. We've got an entirely new marina and premium boat storage facility coming on board now, Loggerhead Club & Marina™—Riviera Beach, that is currently taking reservations for the Fall 2005 season.

Q. What are the upcoming challenges for Loggerhead Club & Marina™ brand marinas?

"When you compare the potential demand for slips and dry storage, coupled with the need for hurricane readiness against the limited supply of slips and marina space available in Florida, you begin to understand the value of our having eight marinas and 2,000 slips along the east coast of Florida. We believe that the two biggest challenges facing the industry today are the constrained supply of marinas open to the public and the increasingly challenging entitlements process.

We are in a terrific position to address these challenges and provide unique benefits to our boaters as well. We have an extraordinary supply of high-quality locations.

We're also designed to appeal to a new set of customers, the new boater, because our services are very-user friendly. We have made marinas more convenient, service-oriented and secure in order to attract more responsible boaters. If you pull up to get assistance with docking, even with fueling, you'll get it. And that is reassuring to those newly using the waterways. In addition, we provide educational resources with regard to safe operation and environmental protection.

The water-access issue is the top priority for Florida's marine industry. Increasingly waterfront is being lost to public use and the land is being converted into high-end ownership without a measure in place to provide such access.

The attention is on Florida's coastline as prime real estate for developers and we're responding by working hard to keep Florida's waterways open to the public.

The Loggerhead Club & Marina™ brand promotes consistent and outstanding service in the marina business. Uniformed staff will greet members and guests while offering full service benefits including concierge level amenities. The brand has unique amenities, benefits and products, including the Captain's Lounge with free gourmet coffee, bottled water, daily local papers, and convenient virtual offices with fax, email, and shipping. Reciprocal dockage available with all Loggerhead Club & Marina™ brand marinas located from Miami North to Vero Beach.

Luxury Club Facilities are complete with air conditioned meeting rooms, and Virtual Offices including message center, high-speed internet access, phone and fax service, email services, print, copies and meeting space. Some Loggerhead Club & Marina sites have outdoor pools and lounging areas.

Standard are affiliated facility usage programs, complimentary bikes, picnic grounds, trip planning, and membership discounts at Loggerhead Club & Marina™ ship store and fuel docks.

Full-service fueling stations are at all locations with an advanced delivery system utilizing easy access floating docks and dispensing only High-Octane gasoline and Marine-grade diesel. Also under the Loggerhead brand services are complete resource / referral centers for all marine related repairs, refurbishing and maintenance offered by fully accredited, licensed and insured marine service contractors, 24 hour security and uniformed service attendants, ships store, Harbormaster's office with trip planning services, air-conditioned and tiled restrooms, showers and laundry.

Loggerhead Club & Marina™ branded marinas abide by all state and local manatee protection guidelines and the Loggerhead Club and Marina™ brand is dedicated to securing the State's Clean Marina® designation for all its locations. Additionally the Company supports environmentally sound, sustainable and 'Green' development practices, and is an active supporter of Loggerhead Marinelife Center™ in Juno Beach. The Loggerhead Marinelife Center™ is dedicated to the research and rescue of marine life including Florida's endangered sea turtles.

Loggerhead Club and Marina™ brand is owned by Seven Kings, Holdings, Inc., headquartered in Jupiter, Florida, a premier development and holdings company of independently owned and operated luxury marinas and related properties. www.skholdings.com
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