

For Immediate Release:

SeaKey® Safety and Security Technology Chosen for the New Lazzara LSX 75

Bethesda, MD, Oct 19, 2006: SeaKey, LLC, the leader in satellite safety and security communications, has been chosen to be the boat monitoring system for Lazzara Yachts' newest innovation, the LSX 75. The Lazzara LSX 75, powered by the new revolutionary Volvo Penta Inboard Performance System (IPS) Quad, will have the benefit of SeaKey's newly released v2.0.

SeaKey v2.0 is a satellite-based, safety & security system that communicates vital boat information to the yacht owner, the owner's personal SeaKey website and to the SeaKey 24/7 Response Center. This system monitors the location, onboard voltage, and bilge level. The system includes a sophisticated GeoFence that will send notification of the vessel's movement.

From the comfort of home or the office, the yacht owner can log onto their personal website to check the status and whereabouts of their vessel. They can create an online float plan and set automatic notifications of their arrival to be sent via email to whomever they choose. The owner can also grant guest access to their personal website so family and friends can follow their adventures.

With the impressive range the LSX 75 has with the new Volvo Penta IPS Quad system, the yacht owner is confident that SeaKey can track their vessel where ever they roam. Onboard, the yacht owner can send tracking information back to their personal website, and they can send email text messages from SeaKey's user-friendly Operator Module. In the event of an emergency, the SOS button can be deployed and the vessels GPS location is encoded in the message. The nature of the situation can be chosen from the menus on the Operator Module. This allows the Response Center to provide precise location and the nature of the emergency to the appropriate parties.

World-Class concierge service is included in the monthly monitoring fee. So if the yacht is cruising near her home port or far away, the owner can always find whatever they are looking for, be it fuel, marina reservations, or even dinner and a show. This service is available to them on or off the water.

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“We are pleased to offer our enhanced satellite communication services to owners of these innovative yachts”, said Jan Hellaker, General Manager of SeaKey, LLC. “With this step, we look forward to extending our extensive current customer base among cruisers and sportfishers into the yacht segment of the industry”

SeaKey has an impressive record of recovering stolen boats (100% recovery rate), assisting boat owners in catching issues that could turn into serious problems, and coordination of emergency and non-emergency services.

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About SeaKey, LLC

SeaKey, LLC is the leading provider of telematics products and services for the marine industry. Launched in 2002 by Volvo Penta, SeaKey has been installed in close to 10,000 boats. SeaKey, LLC acquired SeaKey® from Volvo Penta in August 2005

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