

LEE MARINE

International Marine Brokerage

Media Release January 2010

Lee Marine, Largest Exhibitor at PIMEX 2010

Phuket's leading marine broker and largest exhibitor at this year's PIMEX Phuket boat show on 7-10 January, reported an increase in buyer interest in 2010.



"It was good to see serious buying interest at the show" said Lee Marine General Manager, Martin Holmes, adding : " we met alot of new families moving to Phuket who were looking forward to getting on board some boats and seeing what was available."

Lee Marine exhibited seven boats at the show. They were including a Pershing 80' and a Pershing 72', a Ferretti 881, a Jeanneau 53 and Jeanneau 50 Deck Saloon, a Rivier 43 Offshore Express and a Crownline 220LS.

There were strong expressions of interest in several of the brands. Lee Marine is now working with potential buyers. Announcements on confirmed sales will be made when completed.

Said Lee Marine Managing Director, Josh Lee: " Our aim has to grow PIMEX through strong commitment. This year was the biggest in our seven years of exhibiting. We are very pleased with the outcome both in terms of potential sales and the reaction of all those who took time to look at our boats. The PIMEX organizers are to be congratulated. Roll on to even bigger and better things next year."

Said Mr Holmes: "Moving PIMEX to January from December worked well. The first two days were the heaviest for us but it trailed off over the weekend. There was good interest across all of our range. The Jeanneau yachts were particularly popular."

Mr. Holmes observed that in Asia potential buyers are ready to move up to larger boats more quickly than in places like Europe. Whereas a European buyer might go for a 20-30 foot boat, the Asian buyer would opt more for a 50-80 foot vessel.



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Denis Quartier, Jeanneau Asia Pacific's representative commented: " This year's event was much more professional: more boats, less "real estate" stands. Lee Marine contributed to the success through its seven boat stands. Next year I would like to see at least one Prestige motor yacht at the show [Prestige is a brand owned by Jeanneau.] I was very happy with the way Lee Marine handled our boats on display."

Pershing's New Market Development manager, who also attended the show from the company's base in Italy, Alessandro Diomedi also added: " We were really pleased with the out come from our participation. We met several interesting prospects who were mainly interested with the models of the higher range. I believe this was due to a number of factors. First, a more suitable timing in January with many residents and regular visitors still here on holiday; a location that delivers a stronger message to potential buyers about lifestyle on the island and a higher level of organization reached by our dealers Lee Marine on display with the largest and newest models from Pershing and Ferretti Yachts.

" Seeing such development brings confidence to buyers who realize the potential of the Andaman cruising area but also, and most importantly, the level of service they can expect from the Ferretti Group dealers in the area. We ll certainly be here again in 2011, Mr Diomedi said.

Contact:

Josh Lee.MD. Tel +66818913367. Josh@leemarine.net

Martin Holmes. Tel +66818917057. martin@leemarine.net

