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Contact: Louisa Beckett

Turnkey Communications & PR, Inc.
407-327-0332; 954-599-9355 (cell)
lrbeckett@cfl.rr.com

The Sacks Group *Yachting Professionals* and IMA Yachts Form Strategic Alliance to Enhance the Menu of Services Each Firm Offers Clients

September 2, 2009 – Fort Lauderdale, FL The Sacks Group *Yachting Professionals* (TSGYP) and IMA Yachts (IMA) announce they have formed a strategic marketing alliance that combines their complementary strengths in the global yachting marketplace. Under the terms of the alliance, TSGYP and IMA now are able to cross-market their noncompeting services and specialties to each other's existing clients. The new relationship also will allow both firms to grow by offering an expanded menu of services to new customers covering all aspects of large yacht ownership and enjoyment. "Our two firms 'complete' each other," said TSGYP President/Charter Specialist Jennifer M. Saia.

TSGYP is an international industry leader in the areas of Yacht Charter Marketing, Luxury Charter Yacht Vacations and Yacht Brokerage. The alliance with IMA is a logical extension of all these aspects of the firm's business, as well as its highly successful Try Before You Buy® Program, which allows clients to experience the size and type of yacht they are interested in firsthand, prior to purchase.

IMA has built its reputation around providing clients with highly specialized yacht consultancy, yacht construction and operational management services. The firm has played an active role in the construction of a growing list of new superyacht projects at major shipyards around the world. IMA's specialties also include assuring full compliance with ISM and ISPS regulatory measures.

"We are impressed with IMA's high level of professionalism and dedication to satisfying customers," Saia said. "I am proud to offer their services to our Yacht Charter Vacation clients who have decided to move into yacht ownership, as well as to our Charter Marketing and Brokerage Fleet clients who need complete yacht management services – especially as the operation of these vessels now requires strict compliance with IMO and other regulatory agencies." Saia added, "We call it our STRATEGIC ALLIANCE for GLOBAL COMPLIANCE."

Adrian Farmer, Chief Executive Officer of IMA Yachts, said, "We believe that The Sacks Group *Yachting Professionals* is the perfect strategic alliance partner for our clients who graduate from building a yacht to making their yachts available for charter, as more and more owners are doing these days in order to defray operating costs. IMA and TSGYP share a passionate commitment to offering the best services to our customers."

Yachting industry expert Bob Saxon of Bob Saxon Consultancy was retained by TSGYP and IMA to develop the business plan for the strategic alliance. "The combined talents of these two firms are a

The Sacks Group and IMA Yachts Announce Strategic Alliance

perfect match,” Saxon says. “This marketing alliance will allow them to compete more effectively in the international yachting marketplace, while at the same time maintaining their autonomy.”



The Sacks Group
Yachting Professionals

In keeping with their motto, Around The World in 80 Ways®, The Sacks Group Yachting Professionals (TSGYP) specialize in international Luxury Charter Yacht Vacations, Yacht Charter Marketing, Yacht Brokerage and New Construction. TSGYP’s charter and yacht sales agents travel the globe to inspect and represent the world’s finest yachts available for charter and sale, in order to ensure a custom-tailored fit for all of their clients. TSGYP are also known for their unique Try Before You Buy® Program, which allows clients to experience the size and type of yacht they are interested in firsthand, prior to purchase. Headquartered in Fort Lauderdale, Florida, The Sacks Group Yachting Professionals also have offices in Sint Maarten and in Newport Beach, California. For more information, please contact The Sacks Group at (954) 764-7742, fax: (954) 523-3769, e-mail: info@sacksyachts.com, or visit www.sacksyachts.com.



IMA Yachts developed the Owner Advocacy and Lifecycle Support concept that focuses on determining what The Owner’s long-term yachting goals are and then implementing the necessary procedures and support to reach those goals in a timely and cost-effective manner. The principals of IMA Yachts share a combined 70-plus years experience in areas of Superyacht operation, logistics, scheduled and unscheduled maintenance, repair, design and construction. IMA’s professional services to Owners, captains and crew include: single-point owner’s representation, risk assessment and management, vessel administration, operational management, systems support, regulatory and safety compliance, emergency response, design and specification development (including technical review), construction process review, project management and coordination. The company adheres to ISO 9001:2008 Quality Management System practices. IMA Yachts’ headquarters are located at 500 S.E. 17th St., Suite 224, Fort Lauderdale, FL 33316. For more information, please contact (954) 583-1377, fax: (954) 522-2886, e-mail info@imayachts.com or visit www.imayachts.com.

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