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Veteran Megayacht Captain Joins IMA Yachts; Brings Wheelhouse Experience to Owner Advocacy Firm

FORT LAUDERDALE, FL – OCTOBER 7, 2009 – IMA Yachts, the ISO 9001: 2008 firm dedicated to enhancing the full lifecycle of yacht ownership for its clients from new build and certification to management and charter operations to brokerage and resale, is pleased to announce that Captain Herb Magney has joined the team. A U.S. Coast Guard, Cayman Islands and Panamanian Master, Capt. Magney brings 30 years of experience running yachts, megayachts and commercial vessels, both power and sail, to the international firm.



“We are delighted to welcome Captain Herb Magney, who will help to implement our business development strategies as we launch our new Owner Advocacy brand – IMA Yachts – at the Fort Lauderdale International Boat Show,” said Mark Tortora, Chief Operating Officer of the firm and its parent company, International Maritime Associates, LLC. “Herb will represent IMA Yachts in a sales capacity, as well as drawing on his broad background to help us educate the yachting industry about our full menu of services and the value they will bring to large yacht captains, crew and owners.”

Capt. Magney has spent thousands of days at sea since completing his college education in hydraulic and mechanical engineering. He is one of those rare captains who pull double duty as Chief Engineer on the vessels under his command. Among his many areas of expertise is luxury charter operations; recently, he served as both master and program developer for the 125-foot (38M) Palmer Johnson M/Y *Milk and Honey*, building the team to take this private yacht and create a successful charter vessel. Over the course of his career, Capt. Magney also has gained experience in supervising new build projects, refits and repairs. He is well versed in practical vessel design, management and crew placement.

On the commercial side, Capt. Magney and his wife, Purser Tanya Magney, have led ferry operations for Titan Cruise Lines, developing and leading a team of captains and crew in the operation of five high-speed offshore catamarans. In addition, Capt. Magney is a certified commercial diver and a Company & Ship Security Officer, IMO/MTSA. Captain Magney is fluent in the regulations of SOLAS, COLREGS, MCA and U.S.C.G.

“I am looking forward to spreading the word about IMA Yachts’ standards, which are higher than most in the industry, and I’m excited to be a part of IMA’s culture of “Will Do” rather than just “Can Do” with regards to customer service to yacht owners, fellow captains and industry colleagues,” Capt. Magney said. “In particular, I’m enthusiastic about the company’s philosophy of sticking with

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Experienced Captain Joins IMA Yachts Team

an owner and their team throughout the yacht's entire lifecycle, rather than handing him or her off to some other firm. He added, "I know some captains are concerned about a yacht management company getting between them and their boss. On the contrary, we're here to help make you look like a star. This company has proven to be good not just at listening to their clients, but actually *doing* what their clients want done."

"IMA Yachts is committed to delivering exceptional service to our customers; without their trust, we would not succeed," said Tortora. "This is why we must always be on the lookout for professional and respected associates like Herb."



A new brand rooted in old-fashioned work ethics, IMA Yachts is dedicated to serving as an Owner's Advocate – a working partner and advisor – throughout the lifecycle of any yacht project, empowering the owner's unique vision. IMA Yachts recently achieved ISO 9001: 2008 Quality Management Status, assuring clients that the firm has the systems in place to bring their vision to life, on time and on budget. Among the full portfolio of services offered by IMA Yachts are New Construction Services, spearheaded by the highly respected team at International Maritime Associates; Vessel Management; Refit & Repair, and Owner's Agent and Advisory Services. Through a Strategic Alliance with The Sacks Group *Yachting Professionals*, IMA Yachts also offers Luxury Yacht Vacations, Charter Marketing and Yacht Brokerage Services. Led by an international team of yachting industry veterans, the firm is headquartered in Fort Lauderdale, Florida, USA.

For more information, please phone +1-954-583-1377 or visit www.imayachts.com.