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**LATHAM MARINE DEBUTS NEW AD CAMPAIGN AT MIAMI INTERNATIONAL BOAT SHOW**

Ft. Lauderdale, FL - Latham Marine is taking a new approach to touting its line of performance boat steering systems and parts. The Ft. Lauderdale, Florida-based company will debut its new marketing campaign at the Miami International Boat Show, February 12-16, 2009, in its new and bigger booth space, #H80 in the Miami Beach Convention Center.

"We've been steering the performance industry straight for over 35 years and we're very proud of that!" states Kathy Latham, business partner to her husband Bob Latham, who founded the company in 1973, based on his skill in powerboat service and racing. Shortly thereafter, he invented a hydraulic steering system for race boats that revolutionized the sport. Since that time, he and Kathy built Latham Marine into a successful and internationally-known engineering and manufacturing company, specializing in OEM and after-market parts for the high-end performance boat market. In the past few years, Latham Marine has expanded into the fishing and cruising/sport yacht market, with its introduction of a side-mount steering system for Yamaha 350 engines and a hydraulic lift system; both will also be on display in Miami.

The new advertising campaign and updating of the company logo and look was done to highlight Latham Marine's longevity in the industry. While focusing on the company's reputation for building top-quality steering systems, the new ads feature new branding statements, identity with World Championship race boats, and an updated logo look. The project was executed by PR Power, a Ft. Lauderdale-based marketing firm.

"We think the new ads are a different way to make a statement about our company," says Bob Latham, "We are very traditional in our business approach so this is a departure for us. The quality and durability of our product generally speaks for itself."

The new ads, "The Strongest Name in Steering for Over 35 Years" and "Steering World Champions Straight for Over 35 Years" are the initial aspects of Latham's marketing campaign, which is planned to carry over to its sister-company, Latham Performance. That company, which designs and manufactures coolant systems for the international machining industry, became an off-shoot of Latham Marine when Bob Latham created his own coolant systems for his in-house CNC machines. That company recently became a member of the prestigious Association for Manufacturing Technology.

Latham Marine's new ads will be seen in future issues of performance boat magazines as the year progresses.

For further information call 800-422-RAMS (7267) or [www.lathammarine.com](http://www.lathammarine.com). Photos available upon request.

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