



Press Release

Source: Mariner's Choice International, Inc.

## Mariner's Choice attends Aquatech Annual Conference & Show in Miami Beach

January 20, 2009

**Jacksonville, FL – Mariner's Choice International Inc., (OTC: [MCII](#) - [News](#))** is presenting at the Aquatech ([www.aquatechpools.com](http://www.aquatechpools.com)) conference and show in Miami Beach, as a certified manufacturer of AquaValue brand. Mariner's Choice private labels the brand that is made available exclusively to its members. Meetings are taking place with the member companies to prepare for retail sales for the upcoming season, and to schedule orders to be delivered before March 31, 2009.

This is the second year that the Mariner's Choice products under the "AquaValue" label ([www.aquavalue.com](http://www.aquavalue.com)) have been available through Aquatech's extensive dealer network of over 220 pool builders and 210 retail stores in North America. Aquatech is one of the largest member-owned buying groups for the pool and spa industry in the US, which represents a total annual construction and retail business in excess of US \$1.5 Billion.

The annual member conference is taking place in Miami Beach, Florida, from January 18<sup>th</sup> to the 22<sup>nd</sup>. The event provides a venue for the Aquatech members to orient themselves with the products offered to the membership, through certified vendors such as Mariner's Choice. The days following the event provide significant sales to the certified vendors and partners. Mariner's Choice is taking orders at the show.

"Mariner's Choice products are quickly gaining recognition as an eco-safe line of products that do not compromise on performance, and provide good value for the dollar," states Pete Hellwig, Vice President of Mariner's Choice. In addition, identifying other non-marine markets is paramount for Mariner's Choice in its efforts to effectively diversify sales to a greater array of private label opportunities. The residential pool market has the opportunity to flourish as more consumers, in the current economy, are electing to stay at home rather than traveling, and even considering the installation of a pool. "Private label opportunities such as the one with Aquatech, provide significant opportunities to augment our growth, as we can harness the captive audiences of these affinity groups sharing common interests, and interested in supporting and promoting their own brands," continued Hellwig.

### About Mariner's Choice International, Inc.

Mariner's Choice provides high-performance and eco-safe recreational and industrial solutions to the marine industry utilizing leading edge biodegradable technologies. Mariner's Choice products reduce the cost of ownership, operations, and maintenance of marine assets. Each product is tested to exacting standards and performance levels of excellence, while providing the greatest benefit and satisfaction to the recreational and industrial customer. Mariner's Choice "green" products and nano-technology is a timely response to the environmental and health concerns that affect people globally. For more information on the Company, please visit on the Internet at <http://www.marinerschoice.net>.

### Safe Harbor

This press release contains statements, which may constitute "forward-looking statements" within the meaning of the Securities Act of 1933 and the Securities Exchange Act of 1934, as amended by the Private Securities Litigation Reform Act of 1995. Those statements include statements regarding the intent, belief or current expectations of Mariner's Choice International, Inc., and members of its management as well as the assumptions on which such



statements are based. Prospective investors are cautioned that any such forward-looking statements are not guarantees of future performance and involve risks and uncertainties, and that actual results may differ materially from those contemplated by such forward-looking statements. Important factors currently known to management that could cause actual results to differ materially from those in forward-statements include fluctuation of operating results, the ability to compete successfully and the ability to complete before-mentioned transactions. The company undertakes no obligation to update or revise forward-looking statements to reflect changed assumptions, the occurrence of unanticipated events or changes to future operating results.

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