



## For Immediate Release

### Mariner's Choice™ Introduces New Products at MAATS

**Jacksonville, FL, July 18, 2007 – Mariner's Choice International Inc. (Other OTC: MCII.PK)** Mariner's Choice is participating at the Marine Aftermarket Accessories Trade Show (MAATS) taking place in Las Vegas over July 18 – 20, 2007.

This year's participation is especially exciting for Mariner's Choice, as they are launching a line of fuel enhancers specifically formulated for the marine industry that are registered with the Environmental Protection Agency (EPA). While the recent mandate for low-sulfur diesel fuels, which took effect June 1, 2007, will have a positive effect on the environment; these fuels have a detrimental impact on the performance and longevity of all marine engines. The cost-effective MC-Marine Diesel Purity™ will address the low fuel quality, low lubricity issues, and provide enhanced engine performance, increased fuel efficiencies, and significantly reduced emissions.

"The timeliness of this product introduction is attracting attention from all over the world," states Peter Hellwig, Vice President of Mariner's Choice. "The MC-Marine fuel enhancers will capture the curiosity of everyone from OEM to retailers, to end-users. The product line has been entered into the New Product Innovation Showcase, which highlights 'what's new and exciting' at the show. It's a tremendous opportunity for us to profile the newest addition to the Mariner's Choice brand of products." The line of fuel enhancers includes diesel, gasoline and bunker fuel enhancers and a new 2-cycle oil alternative. Hellwig adds, "This line-up will allow Mariner's Choice to service all aspects of the marine market including the recreational, industrial, commercial, and cruise ship markets – providing for significant cost savings across the board."

Mariner's Choice is a global leader in providing eco-safe solutions through leading edge biodegradable technologies. Its primary focus is to provide high performance solutions across all marine industry sectors – recreational and industrial – without compromising performance. 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. ([www.marinerschoice.net](http://www.marinerschoice.net))

#### Forward-Looking Statements

Certain statements contained in the above, are forward-looking statements that involve risks and uncertainties. The statements contained herein that are not purely historical are forward looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended and Section 21E of the Securities Exchange Act of 1934, as amended. Forward-looking statements deal with the Company's current plans, intentions, beliefs and expectations and statements of future economic performance. Forward-looking statements involve known and unknown risks and uncertainties that may cause the Company's actual results in future periods to differ materially from what is currently anticipated. Factors that could cause or contribute to such differences include those discussed from time to time in reports filed by the Company with the Securities and Exchange Commission. The Company cannot guarantee its future results, levels of activity, performance or achievements.

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