

## Mariner's Choice Sees Private Label Products

### Growth Across \$320 Billion Niche Markets

April 3<sup>rd</sup>, 2008

Jacksonville, FL – Mariner's Choice International Inc., (OTC: [MCI](#) - [News](#)) announced today that the Company is beginning to see traction and growth of its private label products business in new niche markets such as the \$14.5 Billion recreational vehicle (RV) market, the \$257 Billion automotive aftermarket market, the \$45 Billion aviation market and the \$4 Billion pool & spa aftermarket, both domestically and abroad.

While the Mariner's Choice brand uniquely situates the Company to compete directly in recreational, commercial and industrial marine markets, the Company's private label business enables it to leverage the quality and versatility of its eco-safe product line across virtually limitless market segments outside the marine markets.

Mariner's Choice Vice President, Pete Hellwig, commented, "Our extremely high quality and unique product line, with its "eco-safe" benefits, is catching the attention of more branded suppliers in a number of niche markets that offer the Company a chance for enhanced margins." He continued, " In particular our '*Super Wax & Shine*' and '*Clean-N-Green ON & GONE*' products are generating a lot of buzz among niche market suppliers outside the marine world."

Water-based '*Super Wax & Shine*' has no abrasives, contains no volatile organic compounds (VOCs) and leaves surfaces protected. It offers the ultimate in water repellence, is easy to apply, leaves no residue or build-up and is safe for virtually any kind of surface from metal, chrome and stainless steel to fiberglass, painted surfaces, wood, vinyl, glass and plastic. "*Clean-N-Green ON & GONE*" works like acid but is totally safe to use with no need for traditional protective wear. It contains no VOCs, removes tough stains, oil & grease and has no detrimental effects on metal, fiberglass, fabrics, plastic, or vinyl.

#### 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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