



**For Immediate Release**

## **Mariner's Choice Signs Distributor in Michigan.**

**Jacksonville, FL, September 19, 2007 – Mariner's Choice International Inc. (Other OTC: MCII.PK)** Mariner's Choice has signed an agreement with Applied Performance to distribute the full line of Mariner's Choice™ products into the marine retail and industrial sectors.

"We are impressed with the performance capabilities of the products, and the fact that they are eco-safe makes them that much more appealing," states Gary Johr, President of Applied Performance Corp. "The State of Michigan has ramped up their efforts to become environmentally compliant, and they are actively enforcing and policing the marinas. We are pleased to be able to offer our customers a safe alternative without compromising performance."

Michigan represents the third largest boating market in the U.S. The Great Lakes region is comprised of 4.3 million recreational boaters having a direct economic impact in excess of \$11 billion (source: Great Lakes Commission 2004 study). The sales and marketing efforts are well underway, with orders already in hand. Although Johr cannot guarantee, he anticipates gross sales to reach \$500,000 within the first two years with a dedicated sales campaign behind Mariner's Choice products.

"Applied Performance has an established network in the Michigan marine industry, which makes this an ideal partnership", declares Peter Hellwig, Vice President of Mariner's Choice. "We will actively support their efforts and ensure that the customer base is solidly developed, and further build the Mariner's Choice brand to meet our sales targets on an on-going basis

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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