



Media Release

Phuket, Thailand. 23 November, 2010. Lee Marine, Phuket's largest international marine brokerage, today announced super luxury yacht maker Riva, a favourite of movie stars, royalty and sports stars, has joined the exclusive group of brands it represents.

Commented Lee Marine Managing Director, Joshua Lee: " Riva represents the very best in high quality Italian boat design and technology coupled with 170 years of experience. Lee Marine is pleased to welcome such a prestigious brand into our group."

Riva is part of the Ferretti Group of Italy. Lee Marine currently also represent Ferretti, Pershing, Riviera, Custom Line and Jeannau yachts.

Lee Marine joins a Riva dealer network with offices across the globe, including Singapore, Japan, South Korea and Hong Kong in Asia; Australia, New Zealand and the Pacific Islands; Monaco, Greece, Turkey and the UK and many others in Europe; Scandinavia and the Baltic states such as Croatia, Slovenia and Serbia & Montenegro; Egypt, Kuwait and Qatar-UAE in the Middle East as well as the United States.

Among all the celebrities who owned a Riva were famed actress Brigitte Bardot, director Dino de Laurentis, actors Richard Burton, Sean Connery and Peter Sellers; Prince Rainier of Monaco, the Shah of Persia and King Hussein of Jordan.

In the 1930's Carlo Riva created a range of mahogany boats featuring an unmistakable design. The Rivas are featured in many of the James Bond movies as well as regularly gracing the covers of the leading international lifestyle magazines from the 1950's through to today.

These sleek and stylish yachts also became the boat of choice throughout the years for glamorous celebrities such as Brigitte Bardot, Liz Taylor, Claudia Schiffer and George Clooney and remain a celebrity favourite today.

Riva models include the new Aquariva, Aquariva Cucci, a collaboration with the world famous design house; Aquariva Super, Rivarama, Rivale, SportRiva 56, 63 Vertigo, 68 Ego Super, 75 Venere, 85 Opera Super, 86 Domino, 92 Duchessa and 115 Athena.

Typical of the design input Riva puts into its yachts is the Aquariva Gucci, a made to order model customized by Gucci Creative Director Frida Giannini. This initiative will be one of the activities marking Gucci's 90th anniversary year in 2011.

Said Lee Marine General Manager Martin Holmes of the Riva: "This is the ultimate in luxury yachts. Riva's are the Bentleys of the sea. The materials and the finishing are of absolute premier quality."

Lee Marine believes certain Riva models will be ideal for use in the tropics. Riva's are renowned not just for their exquisite looks, but for their power and dynamics. In almost every parameter they exceed other boats of this type on the market.

Another example of how Riva customizes its yachts for owners is the 115 Athena, an unusual mega yacht because it can be semi-customized by the owner who can actually decide on the interior layout.

Riva describes its creations as "an object of desire for kings and queens from all countries as well as actors and actresses, sports champions, businesspeople and celebrities of all kinds."

Officina Italiana Design designs both the interiors and exteriors. The studio was founded by Mauro Micheli in 1994, who studied at the Artistic Lyceum in Bergamo and subsequently at the Fine Arts Academy in Milan, and Sergio Beretta, who has a degree in economy and commerce and an avowed passion for design and contemporary art.

The Riva story began in 1842 when Pietro Riva left his native village of Laglio on Lake Como in northern Italy for Sarnico on Lake Iseo where the unique Riva brand began and has prospered in the intervening almost 170 years.

By the end of the 19th Century the very first racing boats joined the fishing boats and steamboats already being built. The racing boats were highly successful in competition.

About Lee Marine International Marine Brokerage

Since incorporation in 1997 Lee Marine has become Thailand's leading yacht sales and service company, offering a full range of new and pre-owned vessels. Our specialists concentrate solely on yacht sales and services and have refined these processes to be clear, efficient and effective. Lee Marine are authorized distributors in Thailand for Riva, Riviera Marine, Ferretti Yachts, Pershing Yachts and Jeanneau Power and Sail. www.leemarine.net

About Riva

Riva has been making high quality, luxury yachts at its Sarnico, Italy shipyard since 1842. During the 1950s Riva became popular with film stars, royalty and sports stars from around the world. In the 1970s Riva began building classical mahogany model boats, to create the timeless “wood” boats distinctive to the brand. In 2000 Riva entered a new era when it entered the Ferretti Group. www.rivaboats.com

About The Ferretti Group [which manufactures the Pershing 80’]

Ferretti Group is one of the world leaders in design, construction and sale of luxury motor yachts, with a unique portfolio of some of the most exclusive, prestigious brands in the nautical world: Ferretti Yachts, Pershing, Riva, Itama, Bertram, Mochi Craft, CRN and Custom Line. Ferretti Group also owns two of companies operating in sectors active in the production of furnishing pieces for the nautical industry, which provide an important competitive advantage, by making it possible to protect the quality of the entire production chain. These companies sell components also to the external market and remain committed to customer satisfaction.

www.ferretti-yachts.com

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