

Regal Marine Signs On as My-Villages Innovation Partner

Veteran Florida Builder Embraces Technology to Improve Service

Hobe Sound, Fla. – Sept. 13, 2013 – My-Villages, a mobile technology company, is proud to announce that **Regal Marine**, a builder with more than 40 years of experience, has joined its growing lineup of Boat Village Innovation Partners.

Boat Village Innovation Partners are companies committed to leveraging technology to improve how they connect, communicate and collaborate with their customers.

“Regal is a well-established name in the marine industry, and we could not be more proud to have them as a partner,” said My-Villages founder and CEO Kevin Hutchinson, who is also a Regal 5260 owner. “Pairing our technology with an award-winning innovator like Regal is going to yield some impressive results, both for Regal boat owners and Regal dealers.”

Regal, which has won multiple awards for its FasTrac Hull design and other innovations, will use the partnership to offer Regal owners the latest technology to share maintenance information and coordinate service. The result is boat ownership, simplified.

“Today's boats require today's technology to help owners manage their vessels, and that's why Regal partnered with My-Villages,” said Robert Dennery, Sr. Manager, Dealer & Customer Relations, Regal Boats. “We were impressed with the maintenance reminder and service log functions in The Boat Village. But when we saw the ability for Regal owners to coordinate service electronically and share advice in real time, we knew this was something we wanted to offer Regal customers. This gives them everything they need in one, easy-to-use system.”

Regal joins a growing list of marine firms, including The Hinckley Company, and over half a dozen service yards, who have partnered with My-Villages and signed on as Boat Village Innovation Partners.

The program draws together forward-looking marine businesses that want to streamline communications with customers. To do so, partner companies agree to use and market The Boat Village's premium service, a digital application — available for Web browsers, smartphones and tablets — that allows boat owners and marine professionals to radically change how they interact.

The service provides boat owners and technicians a platform to communicate quickly and easily to get work done. Service can be scheduled, reminders can be automated and questions can be answered — including the use of photos and video — all in one place. The boat's equipment inventory, service history, manuals, usage trends, trip logs and other useful information is also readily available, giving owners a powerful tool to manage what is often their second-largest asset.

Regal will make The Boat Village Premium service available to new and existing customers through Regal dealers, and the company will have a direct line to My-Villages product development to provide input on new content and features.

Additional Innovation Partners will be signed in coming months. To inquire, visit www.my-villages.com.

About My-Villages

My-Villages is a technology company that is dedicated to helping people better maintain and operate the things they own. The company improves communication and coordination between product owners, manufacturers and industry service professionals, using mobile technology to simplify life for consumers and help businesses engage

customers more effectively. www.myvillages.com

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