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TABLE OF CONTENTS

ABOUT PURE FLORIDA	1
MILESTONE TIMELINE	2
FAMILY HISTORY	3
PURE NAPLES	4
PURE FORT MYERS	8
PURE IMAGE PRODUCTIONS	10
MARINE TEAM INTERNATIONAL	11
MEDIA CONTACTS	12
AWARDS & RECOGNITIONS	13
CHARITABLE CAUSES	13
TESTIMONIALS	14
NEWS RELEASES	15
EXPERIENCE PURE PARADISE	27



ABOUT PURE FLORIDA

Locally owned and operated by Captains Lance and Harry Julian, a father and son team, the Pure Florida Group includes local water attractions Pure Naples and Pure Fort Myers. They are also partners in Marine Team International and Pure Image Productions, both credited with award-winning feature films, documentaries, television and video productions. Pure Florida and all its companies summarize five generations of maritime connections, bringing passion and expertise to the Southwest Florida area and worldwide.

The knowledgeable company provides expertise, friendliness and hospitality to Southwest Florida visitors and residents through both exciting and relaxing water-based activities. The Pure Florida team is dedicated to introducing guests to the wonders of Florida, including the area's ecology, wildlife, and history.





MILESTONE TIMELINE

1993

MARINE TEAM INTERNATIONAL, INC. CREATED IN HAWAII

1995

MARINE TEAM INTERNATIONAL, INC. MOVES PHYSICAL RESIDENCE TO AUCKLAND, NEW ZEALAND

2008

MARINE TEAM INTERNATIONAL, INC. MOVES PHYSICAL RESIDENCE TO NAPLES, FLORIDA

2009

ADVENTURE NAPLES ESTABLISHED; DOUBLE SUNSHINE CRUISES & LADY BRETT FISHING ACQUIRED

2009

CRUISE NAPLES CREATED; JET SKIS ADDED

2011

RENTAL BOATS ACQUIRED

2012

JET BOAT ODIN BUILT; KUDU ACQUIRED

2013

CRUISE NAPLES REBRANDS PURE NAPLES

2014

PURE FORT MYERS ESTABLISHED;
M/V EDISON EXPLORER BUILT

2014

PURE IMAGE PRODUCTIONS
ESTABLISHED

2014

PARENT COMPANY PURE
FLORIDA ESTABLISHED

2015

PURE FORT MYERS ADDS
BOAT RENTALS & FISHING
CHARTERS



FAMILY HISTORY

The Julian family came to Southwest Florida from far off New Zealand, bringing with them 40 years of a unique combination of maritime history, and a well-developed dedication to the preservation and sustainability of nature's resources.

Film work with their Marine Team International production company has taken them far and wide through waterways, lakes, rivers, oceans and seas of the world. They have seen firsthand the demise of underwater life and coral reefs. The Julian family adheres to a "leave nothing behind" code and brings good practices to the Gulf of Mexico.

Captain Lance has taken his knowledge and experience from generations of the tug and barge industry to fast ferries and film set locations around the world. Son, Captain Harry Julian began with fast ferries and tourism following education in his chosen field of Maritime Industry. Through modern technology and development, he brings experience from a variety of vessel training and business education; all which make up the elements of the service that this company provides for tourism today.



Lance Julian, Harry Julian, Lance Julian, Harry Julian
(1949)



Lance Julian, Lance Julian, Harry Julian, Harry Julian
(2010)

For 6 generations, the Julian family has named their first-born son after their father.



Docked at historic Tin City Naples, Pure Naples is southwest Florida's premier attraction for family fun and thrills! Open 365 days a year, Pure Naples offers dolphin-watch and sightseeing cruises, sunset cruises, eco and shelling tours as well as boat and jet ski rentals. Feel the thrill of 360-degree, adrenaline rushing turns while reaching speeds in excess of 35 mph on ODIN, the only jet boat of its kind in the area. Make a day of it with a Pure Naples fishing charter; try a deep sea, calm bay or backwater fishing trip and then bring your fresh catch into one of the local restaurants within Tin City for a 'catch and cook' experience.

CRUISES:

Southwest Florida, specifically Naples, is full of delightful sights and Pure Naples connects visitors with them all! Watch a spectacular sunset, observe dolphins at play, view the luxurious waterfront mansions or relax in the sun with a sightseeing cruise aboard the Naples icons **M/V DOUBLE SUNSHINE** and **M/V NAPLES EXPLORER**.

FISHING:

The fishing fleet consists of the **M/V LADY BRETT** and charter vessels. Some guests want the thrill of the sea and that's what Pure Naples provides! Guests can adventure off-shore with a deep sea or sport fishing excursion on the **M/V KUDU** or **M/V KUDU II**, book a calm bay fishing trip or sunset family fishing adventure. Public party boats for fishing and exclusive private charters are available.

THRILL RIDES:

Pure Naples' jet boat **ODIN** is capable of 360-degree turns and reaching speeds of up to 55 mph. It is ultra maneuverable, ensuring all riders get a trip that they'll treasure. It is named to pay homage to a lineage of **ODINs** owned by the Julian Family over the years. The Julians have previous experience with this specific type of vessel from their days in New Zealand and in the film industry. Designed for fun, while still environmentally safe, **ODIN** serves as a thrill ride vessel and is also used for smooth, scenic wildlife and nature tours.



DOLPHIN WATCHING & SHELLING TOURS:

Compared to propeller-driven boats, jet boats result in less noise and on-board vibrations. They provide a smooth, relatively quiet ride making them ideal for bird and wildlife watching on our eco-tours. Since it has no propellers or rudders, it's also environmentally friendly to underwater and land-based wildlife. Please note, birds and other wildlife that can be expected vary by season.

BOAT RENTALS:

Guests can explore Naples' waterways at their own pace by renting and piloting a private deck boat. Popular stops include Keewaydin Island and relaxing on any one of the area's beautiful, white sandy beaches. Fishing, picnics, shelling and many other fun family or group activities abound. Nearby Marco Island also provides many seaside restaurants and other beautiful locations.

JET SKIS:

For those wishing to take adventure into their own hands, Pure Naples offers Jet Ski rental or guided Jet Ski adventure tours. Riders will enjoy a unique opportunity to explore Naples' brilliant beaches and waterways and vast mangrove jungle at their own pace. Guests often encounter dolphin, manatees, Bald Eagles and sea birds up close as they glide through the waters.

PRIVATE CHARTERS:

With many vessels available for private charter, Pure Naples hosts a variety of group functions afloat, including reunions, weddings and corporate events.

SPECIALTY CRUISES:

Holidays are some of the best times of the year! With Pure Naples, you can enjoy a spectacular 4th of July cruise, see New Year's Eve fireworks like you've never seen them, be part of CityFest and boat parade festivities, Kid's Cruises and more!

BURIALS AT SEA:

For those wishing to be buried at sea or bury a loved one at sea, Pure Naples also provides private services.



VESSELS



M/V KUDU

Mono Hull, Single Deck Sports Fishing Vessel
 USCG Surveyed vessel
 Meets full USCG Safety Equipment Specifications
 LOA 43 feet, Beam 12 Feet, Draft 5 feet
 Equipped with Bathroom & Communication System
 Full setup with top of line fishing gear
 GPS Monitored for Safety
 6-passenger vessel



M/V DOUBLE SUNSHINE

Twin Hull, Double Decked Sightseeing Vessel
 USCG Surveyed vessel
 Meets full USCG Safety Equipment Specifications
 LOA 55 feet, Beam 21 feet, Draft 5 feet
 Equipped with Seating / Bar / Bathrooms /
 Communication & PA System
 GPS Monitored for Safety
 148-passenger vessel



M/V KUDU II

Center Console Single Deck Sports Fishing Vessel
 USCG Surveyed vessel
 Meets full USCG Safety Equipment Specifications
 LOA 25 feet
 Equipped with Bathroom & Communication System
 Full setup with top of line fishing gear
 GPS Monitored for Safety
 6-passenger vessel



M/V LADY BRETT

Mono Hull, Single Deck Fishing Vessel
 USCG Surveyed vessel
 Meets full USCG Safety Equipment Specifications
 LOA 45 feet, Beam 12 feet, Draft 6 feet
 Equipped with Bathroom & Communication System
 Full setup with top of line fishing gear
 GPS Monitored for safety
 20-passenger vessel



JET BOAT: ODIN

Designer: Maxwell & Hall

Builder: Smokey Mountain Jet Boats

Length: 25 ft. | **Width:** 10 ft.

Material: All aluminum construction

Capacity: 23 Persons/1 Driver

Engine: 2 x Vortec 6000 V8 (LV6), 410hp

Propulsion: 2 (Two) x HJ212 Hamilton Waterjets

Max Speed: 45 knots / 52 mph

Operational Speed: 30 knots / 35 mph

Other: Marine Radio, GPS, Intercom, and Stereo system



M/V NAPLES EXPLORER

Twin Hull, Single Deck Fishing or Private Charter Vessel

USCG Surveyed vessel

Meets full USCG Safety Equipment Specifications

LOA 37 feet, Beam 13 feet, Draft 3 feet

Equipped with Bathroom and PA & Communication System

Full setup with top of line fishing gear

Ideal with ladder for beach landing, swim and shelling

GPS Monitored for safety

26-passenger vessel



JET SKI WAVERUNNERS (8 units)

2012 Yamaha Waverunner Models

Three Seated with maximum of 400 lbs

Personal Water Craft Certified

Meets full Safety Equipment Specifications

GPS Monitored for safety



BOAT RENTALS (4 units)

Single Hull, Deck Boat

Vessel Licensed

Meets full Safety Equipment Specifications

LOA 21 feet, Beam 10 feet, Draft 2 feet

Powered by 115 Four Stroke Yamaha

GPS Monitored for Safety



Docked at The Marina at Edison Ford, Pure Fort Myers is your premier destination for experiencing the nature, history and culture of Fort Myers from the river. Offering a variety of water-related activities, guests can customize each adventure to fit their need.

RIVER CRUISES:

Take an excursion up the Caloosahatchee River on the M/V Edison Explorer with certified captains, naturalists and historians. Learn about the rich history of the area and its eco and water system while experiencing the best sightseeing Fort Myers has to offer. The excursion gives passengers a panoramic view of the historic railway bridge, and takes them up the river to see dolphins, manatees, birds and other abundant wildlife native to the area. Make a day of it and visit the Edison and Ford Winter Estates, located next door, or stay for a freshly caught meal at Pinchers. Whether you come for an outing or stay all day, Pure Fort Myers is pure fun for family and friends. Please note, wildlife that can be expected vary by season.

SUNSET AND SPECIALTY CRUISES:

As the sun sets on the Western horizon, the shoreline and river seem to take on a different hue at sunset. Birds are coming home to their roost and nature begins its ritual of settling down for the night. Witness all of this from the deck of the M/V Edison Explorer. Several specialty cruises are offered throughout the year, coinciding with holidays and seasonal activities in the downtown River District. These cruises include wine tastings, art cruises, concert and cruise events, among others. For a full listing of special cruises and events, please visit www.PureFortMyers.com.

BOAT RENTALS:

Guests interested in a private experience can cruise the water for a half or full day on a private rental boat. Islands along the river provide great places to take a break from fishing and have a picnic or go shelling. Pure Fort Myers Captains are available to ensure proper navigation to local treasures such as Lover's Key, Cabbage Key, and Manatee Park.

FISHING CHARTERS:

With rod, line, reel, bait, and license included, Pure Fort Myers' fishing charters prepare guests for a day in the Gulf of Mexico. Common catches include redfish, snapper, snook trout, and others depending on the season.



M/V EDISON EXPLORER

Mono Hull, Single Deck Sports Fishing Vessel
USCG Certified 49 Passenger Vessel
Built for River Excursions
USCG Surveyed Vessel
Meets full USCG Safety Equipment Specifications
LOA 45 Feet
Catamaran Hull for Your Comfort



Naples-based production company, Pure Image Productions, was originally established in 1994 under the name Marine Team International. In 2014, it joined talents with local company Scoular Image to form Pure Image Productions. The company exists to provide national-quality video production for film, television, commercials, documentaries, corporate videos, photo stills and more worldwide.

Most recently, Pure Image Productions has been working with large companies and organizations on various projects. Included in their portfolio is the shooting and logistics of the documentary film “Paradise Reef - The World is Watching”, one of the grandest experiments in the Western Hemisphere. More than 18,000 tons of material will be dropped on 36 reefs in the Southwest Florida region of the Gulf of Mexico. The documentary will be distributed nationally through WGCU and across all PBS stations.





Founded in 1994 by Captains Lance and Harry Julian, Marine Team International was established to provide professional marine consulting, project management and production services for commercial marine projects and for water-related feature films, television programs and commercials, videos, documentaries and more worldwide. Some of the services provided include: marine coordination, marine dive and water safety, marine specialty camera and stunts, vessel coordination, among others. They moved the company's headquarters from Hawaii to Naples, Florida in 2009.

Popular films Marine Team International was involved with include: Titanic, WaterWorld, BlackHat, Silence, 007 Quantum of Solace, Hangover Part II, The Beach, Man of Steel, CBS American Survivor, The Pacific, Fool's Gold, The Guardian, City of Angels, The Thin Red Line, The Thomas Crown Affair, and U-571. Marine Team has provided marine coordination, logistics, and water transport for the hit reality TV show 'Survivor' for Seasons 6 through 13 and assisted with season 14 in Fiji.





Captain Harry L. Julian
President and Founder, Pure Naples, Inc.
Vice President, Marine Team International, Inc.
United States Coast Guard Captain
Marine Film Coordinator
Marine Consultant
Salvage Master



Captain Lance H. Julian
Vice President and Co-Founder, Pure Naples, Inc.
President, Marine Team International, Inc.
United States Coast Guard Captain
New Zealand Maritime Captain
Marine Film Coordinator
Marine Consultant
Salvage Master
Marine Surveyor

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PURE FORT MYERS

The Marina at Edison Ford
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Fort Myers, Florida USA 33901

T 239.919.2965
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AWARDS & RECOGNITIONS

2011 Cruise Naples named Collier County Business of the Month for December by the Greater Naples Chamber of Commerce

2013 TripAdvisor® Certificate of Excellence Award

2014 TripAdvisor® Certificate of Excellence Award

2014 *Naples Daily News* Readers Choice Award for excellence in water sport rentals

2014 Pure Florida Outreach Director, Robin Rosario, is named Woman of the Year by Local Chapters of Business Women

2014 *Gulf Coast Business Observer's* 40 under 40 (Captain Harry Julian)

CHARITABLE CAUSES

Pure Florida has supported several nonprofits and charitable organizations since their establishment. Some of their ongoing relationships include: Make-A-Wish, Freedom Waters Foundation, Conservency of Southwest Florida, and the American Cancer Society to name a few. We take great pride and enjoyment in providing these organizations with special cruises and programs, along with other forms of support.





TESTIMONIALS

PURE NAPLES

Norma Gershen, *Ritz Carlton Golf Lodge*

"When my husband I went on the Double Sunshine we did not know what to expect and were so very delighted. The staff was very friendly, knowledgeable and you could tell they loved what they were doing. We saw dolphins swimming along side of the boat, several large turtles and a pair of eagles in the trees. The captain slowed down and got as close as possible to the shore so we could take pictures. They pointed out all the important sights along the Gordon River, told us the history of the area, answering all our questions, as well as showing us all the beautiful houses along the way. We had a wonderful time; sorry it had to end. I would recommend this tour to everyone."

Dale Porcelli, *Connie Duglin Specialty Linen*

I have been on the Cruise Naples open air boat on many occasions, both for business and for pleasure and each time was more pleasant than the time before. The crew is always friendly and they make sure that everyone leaves the boat knowing a little more history of Naples in it's earlier days. It's great for casual trips and business meetings. I would highly recommend Cruise Naples to anyone who wants to enjoy the beautiful Gulf and gorgeous sunsets on one of the friendliest and relaxing boats in Naples.

PURE FORT MYERS

Lisa P, *TripAdvisor.com*

"Captain Julie, and Joy & JT from Edison were our guides, we thought it was just a dolphin trip, little did we know it was also History, and Eco tour to our surprise we were absolutely thrilled being history buffs ourselves we loved it, we learned a lot, so thrilled they were engaging with us answering questions, and making sure we all had a good time, we did not get to see any dolphins they were hiding, but that was ok. We had fun made some new friends and learned a few new things. Thank you so much!"

The 4 Canadian Girls, *TripAdvisor.com*

Thank you to Marty and Mark for a wonderful morning. We found the trip very informative and will be back to try the sunset cruise!



NEWS RELEASES

PURE FORT MYERS BRINGS NEW BOAT RENTAL AND FISHING CHARTER OPTIONS TO DOWNTOWN FORT MYERS

FORT MYERS, Fla. – February 17, 2015 – Beginning March 1, Pure Fort Myers will offer boat rentals and fishing charters out of The Marina at Edison Ford in downtown Fort Myers. Local water-attraction Pure Fort Myers opened this past summer of 2014, offering river cruises on the Caloosahatchee to guests and residents of the area.

“We are very excited to offer these new activities and future services to our guests,” exclaimed Captain Harry Julian, Owner of Pure Florida Group. “We provide residents and visitors opportunities to experience Southwest Florida in its purest form. Through our unparalleled customer service, maritime expertise and passion for clean, family-fun, we will continue to grow and connect guests with the nature and history of the areas we service.”

The addition of these offerings provides those looking to have fun on the water with a full array of maritime activities. Guests are invited to take an excursion up the Caloosahatchee River on the M/V Edison Explorer with certified captains, naturalists and historians to learn about the rich history of the area and its eco and water system. The excursion gives passengers a panoramic view of the historic railway bridge, takes them up the river to see dolphins, manatees, birds and other abundant wildlife native to the area – all while experiencing the best sightseeing Fort Myers has to offer.

Private charters and sunset cruises are also available and additional activities may be added in the future to meet the needs and wants of guests. Pricing for rentals and charters varies. For more information or to book your next adventure with Pure Fort Myers, please call (239) 919-2965 or visit PureFortMyers.com



NEWS RELEASES

NAPLES COMPANY WORKS ON MICHAEL MANN FILM ‘BLACKHAT’

NAPLES, Fla. – January 12, 2015 – Internationally recognized director Michael Mann’s latest film, *Blackhat*, had some assistance from locally headquartered company Marine Team International. Specializing in marine consulting and video production of water scenes, the business is led by Captains Lance and Harry Julian, owners of the Pure Florida Group.

Blackhat is an action-packed film, which follows a furloughed convict and his American and Chinese partners as they hunt a high-level cybercrime network from Chicago through Los Angeles and Hong Kong to Jakarta. Marine Team International assisted with acquiring the marine vessels used in the film, as well as coordinating water scenes and water safety for those involved in the film.

Marine Team International, which started in New Zealand in 1994, is no stranger to working on well-known films. The owners have coordinated water scenes for films like the *Hangover Part II*, *Titanic*, *Quantum of Solace*, *Water World* and more.

“*Blackhat* was a very challenging filming experience with a Director who knew exactly what he wanted from his Marine Department,” commented Capt. Lance H. Julian, Marine Team Co-Founder, President and Marine Director. This included a very fast boat chase through the Hong Kong Harbor at night as well as a 1000-foot ship working with helicopters in the Malacca Straights - two of the busiest waterway in the world. Water-safety was of great importance and a solid Marine Team made it happen. We are looking forward to seeing the full run feature opening in U.S. theaters on Friday.”

Blackhat is a Universal Studios production starring Chris Hemsworth, Viola Davis, Tang Wei, and Wang Leehom and is set to release on Jan. 16.



NEWS RELEASES

PURE FLORIDA PARTICIPATES IN DEVELOPMENT OF ARTIFICIAL REEF PROJECT

Public Invited to Witness Launch of First Reef

NAPLES, Fla. – January 6, 2015 – The deployment of the largest artificial reef project in the Western Hemisphere will commence this week, with special ceremonies taking place on Jan. 8 and 9 at the reef staging area. Pure Florida will be participating in the Reef Deployment Ceremony and ribbon cutting as well as the ‘Blessings of the Reefs’ ceremony, 10 nautical miles offshore from Gordon Pass.

The Pure Florida Group and their local production company Pure Image Productions have participated in the development of this project from the ground level. In addition to aiding in the planning, promotion and monitoring of the reef project, owners Lance and Harry Julian, along with their partner John Scoular, filmed and produced the key fundraising video. The video will continue to be used to promote and educate potential investors, sponsors and partnering organizations. Currently, they are working on the highly anticipated documentary ‘Paradise Reef: The World is Watching’, which will capture the project from the beginning to the beginning stages of the habitation of the reef. Full funding for the hour-long documentary is still to be raised and they are actively looking at investors.

“It has been a great pleasure to be involved with such an exciting project as this from its early conception. We see it as an opportunity for Collier County, in particular Naples, to have tourism and local residents come together to enjoy a greater level of fishing and diving while restoring the health of our gulf,” said Owner of Pure Florida and Marine Team International, Captain Lance Julian. The documentary that we were privileged to make with Film Director John Scoular about The Artificial Reef Project enlightened us to the real benefits that this project will give to our waters for locals and tourists alike.”

The Reef Project funded entirely through grants and private donors, with no taxpayer funds, will have major impacts on Collier County’s ecology and economy. The recreational ecosystem will include 36 artificial reefs, creating marine life habitats, increasing fish populations, and impacting the local fishing industry.



NEWS RELEASES

LONGTIME LOCAL WATER ATTRACTION COMPANY CREATES PARENT BRAND TO SUPPORT COMPANY GROWTH AND VISION

NAPLES, Fla. – October 1, 2014 – The owners of longtime local water attraction company Pure Naples, have created an umbrella brand, Pure Florida, to support expanding the business and growing vision to provide family fun and thrills in Southwest Florida and beyond.

Captain Lance Julian and his son Captain Harry Julian founded Pure Naples in 2009, combining five generations of maritime connections. This summer, the father and son team opened Pure Fort Myers at The Marina at Edison Ford, located in the river district in downtown Fort Myers, and the first expansion of the brand. At this location, visitors can board the M/V EDISON EXPLORER for a River Excursion up the Caloosahatchee River to learn about the rich history of the area and its eco and water system and a Sunset Cruise. The excursion gives passengers a panoramic view of the historic railway bridge and takes them up the river to see dolphins, manatees, birds and a bird rookery plus other abundant wildlife native to the area. Future plans for this location include additional vessels and recreational rentals.

Based in Tin City, Pure Naples owns and operates the legendary vessels M/V DOUBLE SUNSHINE for sightseeing and dolphin watch tours as well as sunset cruises. They also include in their fleet, the M/V LADY BRETT, M/V KUDU and M/V KUDU II for private and head boat deep sea, calm bay, back bay and sunset fishing trips. Their Jet Boat ODIN offers the best thrill ride, with 360-degree adrenaline rush turns in speeds in excess of 35 mph. The company now also offers a 3-hour ECO & SHELLING tour that includes near an hour on Keywaydin Island for swimming and shelling and includes a Certified Naturalist to ensure you enjoy the wildlife you see traveling on the M/V NAPES EXPLORER.

Also included in the Pure Florida family is their Naples-based production company, Pure Image Productions. Established in 1994, Marine Team International recently joined their talents with local company Scoular Image forming Pure Image Productions to provide national-quality video (production) for film, television, commercials, documentaries, corporate videos, photo stills and more worldwide.



NEWS RELEASES

PURE IMAGE PRODUCTIONS TO HOST GRAND OPENING & RIBBON CUTTING

New company captures water-related stories and experiences in Southwest Florida

NAPLES, Fla. – September 17, 2014 – The founders of Marine Team International and Scoular Image have created a new company called Pure Image Productions. The companies combined their talent and efforts to specialize in providing national-quality film, video and television production services.

The Greater Naples Chamber of Commerce will officiate the Pure Image Productions ribbon cutting ceremony on Thursday, September 25 at 4:30 p.m. The ceremony will take place at the companies new office, located inside the Regions building at 1100 5th Avenue South, Suite 410, Naples. Attendees of the grand opening will have the opportunity to tour the office and view memorabilia from past film projects worked on by Marine Team International.

Captain Lance Julian and his son Captain Harry Julian founded marine Team International in 1994. The company provided professional marine consulting, project management and production services for commercial marine projects, water-related feature films, television programs, commercials, videos, documentaries and more worldwide. The company moved to Naples from Hawaii in 2008 with five generations of maritime experience.

Scoular Image was founded by John Scoular and his wife Madeline, a Producer /UPM in her own right having worked with Janet Jackson, Tide, Walmart, Sprint and feature films. Scoular Image specialized in capturing quality images for video, promos and commercials.

Most recently, Pure Image Productions has been working with large companies and organizations on various projects. Included in their portfolio is the shooting and logistics of the documentary film “Artificial Reef”, one of the grandest experiments in the Western Hemisphere. More than 18,000 tons of material will be dropped on 36 reefs in the Southwest Florida region of the Gulf of Mexico. The documentary has been distributed nationally through WGCU and across all PBS stations.



NEWS RELEASES

PURE FORT MYERS GRAND OPENING EVENT IN OCTOBER

Pure Naples Newest Attraction Opens at The Marina at Edison Ford

FORT MYERS, Fla. – August 18, 2014 – The grand opening event for Pure Fort Myers will be held on Saturday, October 4th from 9 a.m. to 5 p.m. at The Marina at Edison Ford. The day will be a fun-filled event for the entire family to celebrate Pure Florida's newest location of family fun and thrills.

This daylong celebration will feature live music, tasty food, a visit with the Everblades team and cheerleaders, as well as a special appearance by Swampy, their mascot. Pinchers and the Edison & Ford Winter Estates will be offering specials on kids meals and tours as Pure Fort Myers river excursions will be running every hour throughout the day.

Guests are invited to take an excursion down the Caloosahatchee River on the M/V Edison Explorer with certified captains, naturalists and historians to learn about the rich history of the area and its eco and water system. The excursion gives passengers a panoramic view of the historic railway bridge, takes them up the river to see dolphins, manatees, birds and other abundant wildlife native to the area – all while experiencing the best sightseeing Fort Myers has to offer. Make a day of it and visit the Edison Ford Winter Estates, located next door, or stay for a freshly caught meal at Pinchers.

Private charters are also available and additional activities will be added in the near future including bike, boat and kayak rentals. For more information or to book your next adventure with Pure Fort Myers, please call (239) 263-4949 or visit purenaples.com.



NEWS RELEASES

PURE NAPLES HONORED WITH 2014 READERS CHOICE AWARD

NAPLES, Fla. – July 30, 2014 – Providing exciting water attractions and activities for tourists and locals for the past five years, Pure Naples has become a well-known fixture in the heart of Naples' waterfront. So it's no surprise that Captains' Lance and Harry Julian, owners of Pure Naples, were honored this month at the 12th Annual Southwest Florida Choice Awards.

Since 2003, the Naples Daily News annually asks its readers to submit nominations for the best local businesses in categories such as boating, entertainment, restaurants, real estate and more. Pure Naples received the Readers Choice Award for excellence in water sport rentals in the automotive and boating category. Only two awards are given in each category.

"We attribute this award to our dedicated customers. Without their loyalty and belief in the quality of our products and services, we would not be where we are today," said Harry Julian, owner of Pure Naples.

The 2014 award winners were celebrated at the Choice Award reception, which was held at The Naples Beach Hotel & Golf Club on July 17th.



NEWS RELEASES

PURE NAPLES RECEIVES 2014 TRIPADVISOR CERTIFICATE OF EXCELLENCE

NAPLES, Fla. – July 16, 2014 – Pure Naples has received the 2014 TripAdvisor® Certificate of Excellence Award for their exceptional service to residents and tourists alike in Southwest Florida. Offering a variety of water-based activities on Naples Bay and the Gulf of Mexico from sightseeing and dolphin watch cruises, fishing charters and head boat, to Jet boat thrill rides, boat rentals, Jet Ski tours and rentals, Pure Naples provides a once of a lifetime maritime experience. Later this year they will be opening a new location, Pure Fort Myers, in the River District of Downtown Fort Myers.

This accolade is given only to those businesses considered to be the “top-performing 10 percent of all businesses worldwide” on TripAdvisor.

According to TripAdvisor, to qualify for the Certificate of Excellence, businesses must maintain an overall rating of four or higher, out of a possible five, as reviewed by travelers on the site. Additional criteria include the volume of reviews received within the last twelve months.

“Pure Naples is incredibly pleased to receive the TripAdvisor Certificate of Excellence,” said Captain Harry Julian, Co-Owner. “We strive to provide our customers memorable and exceptional boating experiences coupled with outstanding customer service, and this is evidence that our efforts are working.”



NEWS RELEASES

PURE NAPLES AND SEA EXCURSIONS, INC. FORM STRATEGIC ALLIANCE WITH LOCAL ATTRACTION COMPANIES

*Alliance Brings Seamless Customer Service for Booking Individual, Group and Corporate
Water-Related Events*

NAPLES, Fla. – January 9, 2014 – Local Naples Attraction Center at TIN CITY, Pure Naples, and Sea Excursions, Inc. have officially formed a strategic alliance with multiple local attraction companies, creating a “go-to” resource for individuals, companies and large groups to conveniently book water-related entertainment and services. The alliance is made up of Pure Naples, Sea Excursions, Inc., Dolphin Transportation, Marine Team International, Scoular Image, A Pure Image Production, Everglades Island Air Boar Tours & Totch’s Island Tours, and Air Expedition.

Through the alliance, individuals or businesses will experience seamless customer service, as one company will coordinate all aspects of bookings for offshore and backwater fishing, shelling, sightseeing and sunset boat trips, Jet Ski Rental & Tours, kayaking, jet boat and airboat tours, private boat rentals, float plane rides, eco-tours or private beach functions, and even photography or video to Capture the Experience. Pure Naples will be the lead company for individuals booking services, while Sea Excursions, Inc. will organize the group and corporate bookings. Dolphin Transportation’s modern fleet of vehicles will serve as land transportation for all alliance bookings.

Individuals, companies and large groups can see the extensive, well-coordinated services available to them by visiting the Pure Naples Private Events website page and selecting the Experience Pure Paradise brochure. For more information on the alliance and all its services, call Pure Naples at (239) 263-4949 or visit www.PureNaples.com – or call Sea Excursions, Inc. at (239) 642-6400 or visit www.SeaExcursions.com.



NEWS RELEASES

PURE STEEL JUNE 13TH

FREE Premiere Event for Man of Steel at Bell Tower Shops with Behind-the-Scenes Marine Footage from the Making of the Movie and Fun for the Whole Family

FORT MYERS, Fla. – May 23, 2013 – The expected summer blockbuster, *Man of Steel*, has ties to Southwest Florida and everyone can enjoy it on Thursday, June 13th. Responsible for the water scenes in the movie, Marine Team International is locally led by the owners of Pure Naples, Captains Lance and Harry Julian (also father and son) and they are inviting everyone to take a peek into the making of the film. They will take center stage at Bell Tower Shops sharing behind-the-scenes footage and photos from the making the movie, stories from production and showcasing memorabilia from many of the other films they have been a part of, including *Titanic*, *007 Quantum of Solace*, *Hangover Part II*, *The Pacific*, *Survivor*, *K 19 – The Widow Maker*, and *The Beach* to name a few.

Attendees are invited to visit Pure Steel from 6:00 p.m. to 8:00 p.m. where they can get exclusive access to the premier of *Man of Steel* that evening at Regal Cinemas Bell Tower (max 250), enjoy superhero face painting, stilt walkers, comic books, and register for the many giveaways available that evening. Packages include free tickets to the movie (40 tickets total to be given away), local hotel stays, adventure packages from Pure Naples include rides on Jet Boat ODIN, sightseeing cruises, fishing and more!

Additionally, Bell Tower Shops merchant, Saks Fifth Avenue, is hosting a “Super Dad” essay contest, which attendees can enter during the event and a Saks brandy and cigar after-party. During their Father’s Day weekend celebration, (June 13 – 16 only) Saks will give 5% of their proceeds to St. Jude’s Children’s Hospital.

Excited about the premier of *Man of Steel* and the Pure Steel event, sponsors include: Pure Naples, Bell Tower Shops, Regal Cinema at Bell Tower, Saks Fifth Avenue, Roberts Advertising, Pushing the Envelope, Inc., and Beasley Broadcasting.



NEWS RELEASES

PURE NAPLES - EXAMPLE OF FAMILY BUSINESS SUCCESS

Continued Growth Despite Economy, Additional Services and Vehicles Add up to Success for Local Ex-Pat Family

NAPLES, Fla. – March 19, 2013 – Family owned and operated, Pure Naples is proud to share the successes the company has seen in the last four years and introduce some of their newest additions.

When the Julians, Captains Lance and Harry (father and son), purchased the company in 2009, it was successful, but holding to its traditional business. The Julians brought new focus and excitement to the company and have officially more than doubled their sales from their first year on record, reporting \$3 million in sales for 2012.

“We’re a small, but passionate company,” commented Harry Julian, President. “We’re dedicated to offering families, residents and visitors to Naples an outstanding experience on the water and we’re excited to share how our business has grown and how we plan to expand in the future. We are very proud of our high standard of boat maintenance and quality of service with an outstanding sales and operation crew as part of our team.”

The success is forecasted to continue with higher passenger numbers and numerous expansions to the company. Some of the recent expansions include the addition of jet boat, ODIN, in 2012. The area’s newest and most thrilling water adventure ride, ODIN was recently upgraded with two new engine for enhanced efficiency and to be more environmentally friendly.

This past February, Pure Naples also launched their new website PureNaples.com, giving visitors a rich resource to explore the Naples area, learn more about the variety of services provided by Pure Naples, as well as use new enhanced booking features and online reservations.

The company is also preparing to add a courtesy shuttle to their services, making access to Tin City and all the fun that much easier.



NEWS RELEASES

NINA & PINTA REPLICAS COMING TO NAPLES

Historically Correct and Used in Film Production, Vessels to Dock at Tin City March 5-18

NAPLES, Fla. – January 29, 2013 – Experience history firsthand when replicas of Christopher Columbus' ships Nina and Pinta dock at Tin City from March 5th through the 18th. While in port, the general public is invited to tour the ships.

The 'Nina' was built completely by hand and without the use of power tools, and was called by Archaeology magazine "the most historically correct Columbus replica ever built." The craftsmanship and the details in the rigging make it a truly fascinating visit back to the Age of Discovery. The 'Nina' was used in the production of the film '1492' starring Gerard Depardieu and directed by Ridley Scott.

General admissions are \$8 for adults, \$7 for seniors (age 60+), \$6 for children ages 5-16 and children 4 and under are free. The ships are open daily while in port from 9:00 a.m. to 6:00 p.m. Groups of 15 or more are invited to schedule a 30 minute guided tour with a crewmember on any weekday. Group tours can be arranged by calling (787) 672-2152.

Pure Naples is the docking sponsor for the third year. For additional 'Nina' and 'Pinta' at Tin City information, please visit <http://www.thenina.com>.

The forces behind getting these monumental ships to Naples, specifically Tin City, Captains Lance and Harry Julian of Pure Naples have worked closely with the Freedom Waters Foundation (FWF). The Foundation will be volunteering to man the operations of the ships for the duration of their dockage.

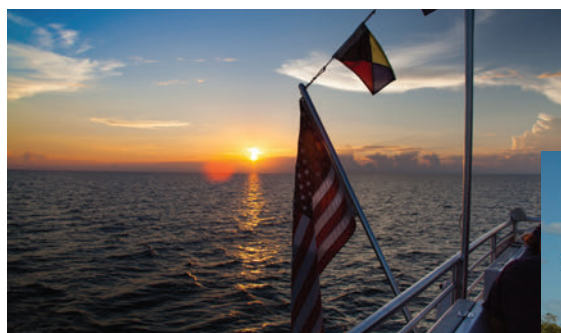
A serene landscape photograph capturing a sunset over a calm body of water. The sun is positioned centrally on the horizon, its bright light reflecting as a shimmering path across the water's surface. The sky is a deep blue, filled with wispy, white clouds that catch the low light of the setting sun. In the foreground and middle ground, the dark silhouettes of trees and foliage line the water's edge, creating a sense of depth and tranquility. The overall mood is peaceful and idyllic.

Southwest Florida at Its Purest

Experience Pure Paradise

Let the Adventure Begin...

Experience Pure Paradise	1 - 2
Convention Services & Event Coordination	3 - 4
Water Activities	5 - 6
Northern 10,000 Islands.....	7 - 8
The Marina at Edison Ford.....	9
Edison & Ford Winter Estates.....	10
Everglades Tours	11
Pure Paradise Island.....	12
Dolphin Transportation.....	13
Pure Image Productions	14





From the Everglades and backwaters to the white sandy coast and remote barrier islands, there is no place on earth that offers the same abundant wildlife, ecology and laid-back ambiance as southwest Florida. Experience it to the fullest with those who know it best.



Pure Paradise is Waiting



Sea Excursions



Lee Ann Yaggi

Your Pure Sea Excursions
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Sea Excursions, Inc. is a Southwest Florida convention services company that offers a unique variety of premier water-related activities to individuals, companies, and meeting planners alike. Activities range from offshore & backwater fishing tournaments, yacht sailing and sailing regattas, to eco-tours, airboat rides, kayaking tours, wave runner excursions, private beach parties, team building events, themed functions and more. Sea Excursions has more than 25 years experience and an earned reputation for extraordinary customer service built on consistent client satisfaction. Serving small, large and multifaceted groups, all events are professionally coordinated to ensure all participants have a unique and memorable experience on the Paradise Coast.

Get in touch with Mother Nature through a variety of eco-tours and sightseeing cruises. With a variety of options to choose from, you can select the one that's right for you! Recognized by National Geographic, M/V DOLPHIN EXPLORER is available for that close encounter with nature.



There is no better way to relax on the water than by sailing. Take in the pristine waters and warm breezes of the Gulf of Mexico aboard a cruise vessel, charter yacht or a fleet of sailing yachts, for a peaceful day on the water or a corporate sailing challenge.



Seamless Customer Service



Shelling is a favorite pastime of residents and tourists of Southwest Florida. Seashell seekers can venture out to the Ten Thousand Islands and enjoy some of the best shelling and nature views in the area. Led by knowledgeable and experienced captains and naturalists, guests will visit remote areas within the many barrier islands that make up the Paradise Coastline.



Take a walk on the wild side, in the footsteps of famous Florida landscape photographer Clyde Butcher, and tour the Everglades by foot in the adventurous "swamp walk"; or enjoy the calm backwaters of Keewaydin Island and Rookery Bay with your own naturalist on a private charter.



Pure Florida Naples & Ft. Myers



Founded in 2009 by Captains Lance and Harry Julian, a father and son team, Pure Florida summarizes five generations of maritime connections. Their local marine attractions, Pure Naples and Pure Fort Myers, offer an array of family fun and thrills from jet ski rentals and guided tours, to exciting rides on Jet Boat ODIN as well as deepwater and backwater fishing trips. Also included in their fleet is M/V DOUBLE SUNSHINE, M/V NAPLES EXPLORER and the M/V EDISON EXPLORER for dolphin-watch and sunset sightseeing cruises, river excursions, shelling and eco tours. The fleet also includes the M/V LADY BRETT, M/V KUDU and M/V KUDU II for private and head boat deep sea, calm bay, back bay and sunset fishing trips. Pure Florida will ensure you experience all the reasons we love Southwest Florida!

Docked in Tin City, Pure Naples is SW Florida's leading marine attraction for family fun & thrills! Make a day of it with a Pure Naples fishing charter; try a deep sea, calm bay or backwater fishing trip. Take your fresh catch into one of the local restaurants within Tin City for a 'catch and cook' experience.



Pure Naples' Jet Boat ODIN offers a thrilling water adventure ride with high speeds, 360-degree spins and a guarantee that you'll leave a little wet! Unlike any other boat ride in the area, it is an exhilarating experience for fun loving individuals and groups.





The Best of the Best



Docked at The Marina at Edison Ford, Pure Fort Myers is your premier destination for experiencing the nature, history and culture of Fort Myers from the river. Take an excursion up the Caloosahatchee River on the M/V Edison Explorer with certified captains, naturalists and historians. With either of the day time or the Sunset Cruise, you will learn about the history of the area and its eco and water system while experiencing the best sightseeing Fort Myers has to offer.



Experience impeccably pure paradise as never before... Take in everything Southwest Florida has to offer. Travel by air in helicopters and planes to see a landscape unique to this area. Explore the islands and backwaters by charter boats, jets skis, kayaks or even on foot. Adventure into the Everglades on airboats or on foot. You can experience all this and more; best of all, experts of the region will be by your side all the way. Whether basking on the beach, fishing out at sea, or relishing the extraordinary nature and wildlife you will only find here, the question is, "how will I fit it all in?"



The Marina at Edison Ford



Located on the historic Caloosahatchee River and offering the best riverfront dining experience, sunset views and public dockage, The Marina at Edison Ford has quickly established itself as the place to be in downtown Fort Myers. With the strategic partnerships of the Edison & Ford Winter Estates and Pure Fort Myers, The Marina at Edison Ford is also home to the popular family owned Pinchers restaurant. With multiple major events being held at The Marina at Edison Ford on a regular basis, there is always something to see and do at the Southwest Florida's premier riverfront destination.

Whether it's a wedding reception, rehearsal dinner, baby shower, birthday celebration or corporate event, The Marina at Edison Ford is the premier venue in downtown Fort Myers. Rooms accommodate 20 to 170 guests and amenities range from convenient docks, showers and sun decks to personalized catering packages and multiple rooms overlooking the river.



Edison & Ford Winter Estates



Visitors to the Edison & Ford Winter Estates in Fort Myers will enjoy more than 20 acres of historical buildings and gardens including the 1928 Edison Laboratory and the Inventions Museum. Guests will also enjoy a variety of programs, tours and activities, plus time to explore this unique tropical site which has been restored to reflect the 1929 period. Edison Ford is a National Register Historic Site and received the Award of Excellence for restoration from both the National Trust for Historic Preservation and the National Garden Clubs, Inc. The site is a Florida Historic Landmark and has been designated as a National Chemical Landmark by the American Chemical Society. Open to the public since 1947, Edison Ford is one of the most visited historic home sites in America.



Open daily, 9 a.m. – 5:30 p.m., and until 9 p.m. the month of December for Holiday Nights.

In addition to tours and visitor activities, Edison Ford offers specialty tours and programs including Holiday Nights, Black Maria Film Festival, Antique Car Shows, Garden Talks and other events throughout the year. The site can be reserved for weddings, corporate functions, meetings and group tours.

For more information call (239) 334-7419 or visit www.edisonfordwinterestates.org.



Everglades Island Airboat Tours



Loren G. "Totch" Brown, a lifetime native of the Florida Everglades, was known for many achievements in his life, but maybe best known as a hunter, fisherman, singer, author, song writer and actor. Now, fourth and fifth generations of Totch's own family take small and large groups to explore the untamed Everglades and experience the deep rooted history of the Ten Thousand Islands - the way it should be experienced. Guided through mangrove jungles and the natural wonder of the Everglades, the narrated, educational excursions take you back in time for an unforgettable adventure full of alligators, manatees, birds and other wildlife in their natural habitat.

Adventure...

Riding an airboat is a must-do activity when visiting Southwest Florida. Gliding on top of the shallow backwaters of the Florida Everglades and traveling at speeds up to 35 mph, it offers an exclusive view of the unique and abundant habitat. Custom tailored tours are also available to personalize your airboat experience.



Pure Paradise Island



Pure Paradise Island is a unique private venue for corporate parties and retreats, weddings, reunions and other events. Board the double decker vessel, M/V Double Sunshine, and cruise the coastal waters of The 10,000 Islands. Experience what our unique and beautiful eco-system has to offer, from manatee and dolphin to Ospreys and Bald Eagles - to name a few. The private island allows you to experience a part of Naples that is rarely seen. Our event planners will coordinate the perfect food and beverage feast for your guests or party. With the rhythms of steel drum music and tropical drinks upon arrival, the atmosphere will set the mood for an afternoon of fun and relaxation on Florida's Paradise Coast.

Invite your guests to kick off their flip-flops and lounge under a palm tree in a hammock. For the more adventurous, a certified Naturalist is on site to guide tours and explain the eco-system as guests walk the natural trails and jet ski or kayak the surrounding waters.



Dolphin Transportation



Dolphin Transportation inventories the largest independently owned and operated fleet of premium vehicles in Southwest Florida. Dolphin provides chauffeured transportation services to the finest hotels and resorts in the area. A few of these locations include The Naples Grande Beach Resort, Hyatt Coconut Point, Marco Island Marriott and The Ritz-Carlton Resorts of Naples. Allow Dolphin to be of service to you through our fleet of chauffeur driven luxury Sedans, Sport Utility Vehicles (SUV), Executive vans, Mini buses and Motor coaches. Our services include: Point to Point Transfers, hourly charters, corporate and private services, wedding transportation, greeter and staffing services and expert coordination. Experience the best chauffeured services available in Southwest Florida! Dolphin Transportation Specialists.



Your destination awaits you and your journey can begin with the luxurious vehicles of Dolphin Transportation. From airport services to shuttle solutions, your entire group will enjoy seamless transportation while taking in all southwest Florida has to offer.



*Pure Image
Productions*

Capture the Experience



Marine Team International and Scoular Image have combined talents and efforts to form Pure Image Productions. Quickly rising up as the premier and most highly sought-after production company in the area, this brilliant business specializes in capturing water-related stories and experiences in Southwest Florida like no other. Their expertise has lead them to big projects, both in and out of state, and they offer this service to those who would like to capture their experience by land, sea and air



Experience Pure Paradise





*Let Your Pure Paradise
Experience Begin...*

For corporate bookings, call Lee at (239) 642-6400
or email Rocky-Lee@SeaExcursions.com

For social and local business, call (239) 263-4949
or email info@PureNaples.com

THE MARINA
AT EDISON FORD

