

**LOCAL WATER ATTRACTION ANNOUNCES EXPANSION**  
*New Parent Company Named Pure Florida*

**NAPLES, Fla. – June 12, 2015** – The owners of longtime local water attraction company Pure Naples have established a new parent company - Pure Florida. The new brand supports the expanding business and owners' growing vision to connect audiences with the maritime environment, an area the father and son team bring 5 generations of connections and expertise.

Captains Lance and Harry Julian founded [Pure Naples](#) in 2009 out of Tin City in Naples to provide family fun and thrills on the water. Last year, the company expanded, opening [Pure Fort Myers](#) at The Marina at Edison Ford, located in downtown Fort Myers. The two attractions provide residents and visitors of southwest Florida opportunities to experience the area's greatest asset – the water, its ecology and wildlife.

"As we look to grow, the need for a restructuring became apparent," said Harry Julian, owner of Pure Florida. "We are uniquely positioned to explore areas of opportunity in a way no other company in southwest Florida has before. Pure Florida will direct traffic through the organization, its attractions and our production company. We are excited about the future of Pure Florida and invite all to stay tuned for upcoming initiatives and locations."

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

"We see the value in bringing years of motion picture experience to the southwest Florida market," exclaimed Lance Julian, co-owner of Pure Image Production and Marine Team International. "Combining our expertise with John Scoular and Scoular Image gave us an increased opportunity to provide world-class production services on a national scale in areas many production companies avoid – water, children and animals. John's eye behind the camera and our practical skills in water-related film make for a dynamic team and a bring unique value to our clients."

More information on Pure Florida and its subsidiaries can be found at [PureFL.com](http://PureFL.com).

**ABOUT PURE FLORIDA**

Locally owned and operated by Captains Lance and Harry Julian, a father and son team, the Pure Florida Group owns and manages 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 their companies summarize five generations of maritime connections, bringing passion and expertise to the Southwest Florida area and worldwide. Visit [PureFL.com](http://PureFL.com) for more information.