

# SHORE PREMIER — FINANCE —

## **Shore Premier Finance Launches New Customer Concierge Program Powered by Marinalife**

Baltimore, MD, Feb. 11, 2015 -- Shore Premier Finance (SPF) announces the launch of its newest customer benefit, a one-year complimentary membership to the SPF Concierge Club powered by Marinalife, offering discounts and special offers, marina reservations, travel planning and marina information to new boat buyers financing their boat through SPF.

The SPF Concierge Club provides boat owners with access to exclusive benefits to create an easy, convenient and affordable boating experience.

"We are thrilled about the launch of our partnership with Shore Premier Finance. The benefits included in the boating club will enhance the experience on the water for SPF customers and provide them with peace of mind they're looking for while cruising. We have worked with Herve Bonnet for many years and the launch of the benefit program for SPF customers is an exciting step for Marinalife", says Joy McPeters, President/CEO of Marinalife.

As the preferred financing option of Marinalife, members of the SPF Concierge Club will have access to hundreds of discounts and special offers from participating marinas, boatyards, restaurants and other services as well as online marina reservations, a complimentary boat show ticket, and free magazine subscriptions to Marinalife Magazine and an additional yachting publication. Members can access online marina tools and resources including updated fuel locations and pricing, trip planning features, access to popular cruise itineraries, navigation alerts and more. Club members can opt into Marinalife Insurance Services with coverage in all 50 states. And in turn, SPF will also be offering its financing services and banking packages to Marinalife members.

"We are excited to enhance the SPF customer experience by partnering with Marinalife to offer this Concierge Membership as an additional benefit to our customers. It is important for us to enhance our customers' experience long after their boat loan closes and they are on the water. Our goal is to help make their dream a reality." said Herve Bonnet, President & CEO of Shore Premier Finance.

### **About Shore Premier Finance**

Shore Premier Finance (SPF) is a specialty finance unit of Shore Bank. Headquartered in Baltimore, MD, SPF specializes in marine financing for US Coast Guard documented vessels to customers throughout the United States.

### **Caution About Forward-Looking Statements**

Certain statements made in this press release may constitute "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements are statements that include projections, predictions, expectations, or beliefs about events or results or otherwise are not statements of historical facts, including statements about the duration and anticipated effects of strategic partnerships. Although Shore Premier Finance (the "Company") believes that its expectations with respect to such forward-looking statements are based upon reasonable assumptions within the bounds of its existing knowledge of its business and operations, there can be no assurance that actual results, performance or achievements of the Company will not differ materially from those expressed or implied by such forward-looking statements. Factors that could cause actual events or results to differ significantly from those described in the forward-looking statements include, but are not limited to those described in the cautionary language included under the headings "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and

Results of Operations" in the Company's Annual Report on Form 10-K for the fiscal year ended December 31, 2013, Quarterly Report on Form 10-Q for the quarter ended June 30, 2014, and other filings made with the SEC.

CONTACT: Jennifer Rogers  
Marketing Manager  
JenniferRogers@shorepremierfinance.com

Source: Shore Premier Finance, a division of Shore Bank