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NEWS RELEASE



Turtle Rescue and Research is Transformed by Multi-Million Dollar New Facility

Metamorphosis of *MarineLife Center*

World-famous Juno Beach Research and Turtle Rescue Facility Gets New Home and New Name Through Substantial Loggerhead Club and Marina Donor Gift

by Leslie McKerns

JUNO BEACH, FL – The Marinelife Center of Juno Beach has become newly named as Loggerhead Marinelife Center, and is the recipient of a major donor gift that will enable the world renowned turtle research and rescue facility to build an entirely new 13,000 square foot home with outdoor exhibits on 1-1/2 acres in Juno Beach. The gift was bestowed by Loggerhead Club and Marina, the premier South Florida operator of eight marina Club properties along Florida's East Coast.



The new facility, now named Loggerhead Marinelife Center, will further the dedication to the rescue, rehabilitation, protection and preservation of marine resources, especially the Loggerhead, Leatherback and Green Sea turtles.

The new research and education facility, to be open to the public by 2006 and built on land adjacent to the current site at Loggerhead Park in Juno Beach, will bring national and local scientific researchers to the facility and extend the wildlife conservation and research program benefits worldwide. Juno

Beach is located between the Intracoastal Waterway and the Atlantic Ocean where the beaches are among the densest areas in the Western Hemisphere for nesting endangered loggerhead sea turtles.



Loggerhead Club & Marina™ is a branded property of Seven Kings Holdings, Inc. the premier marina and boating lifestyle destination developer. Major gifts funding the new capital building program for the marine research and rescue organization were made under the Loggerhead and Marina name, a newly opened state-of-the-art marina in Palm Beach Gardens. Additional individual gifts were made by JC Solomon II and Raymond Graziotto. Supplementary gifts will be offered as Loggerhead Club & Marina™ solicits funding contributions from members. Loggerhead Club &

Marina™ will also be assisting in the commission of a local artist to design a full-size bronze turtle statue to be located at the Loggerhead Marinelife Center and at Loggerhead Club and Marina™.



Florida is home to five species of endangered turtles, the Hawksbill Turtle, Kemp's Ridley, Loggerhead Turtle, Leatherback Turtle and Green Turtle and over 90% of all sea turtle nesting in the continental United States takes place on Florida beaches. Sea turtle conservationists use sophisticated methods to rescue and rehabilitate stranded turtles, which are turtles that have been injured or entangled in nets or debris, and over half (54%) of all stranded turtles are Loggerheads.

More than 1,270 dead or debilitated sea turtles were found in Florida during 2001 in 2002, the greatest numbers since monitoring began in 1980, and researchers are still tracking the potential nesting and survival consequences of the four consecutive hurricanes of the 2004 season.

The amount of the capital building fund gift is a "seven figure long term commitment," according to Raymond Graziotto, "through our becoming a naming rights partner, we will be providing financial support and extensive exposure for marine rehabilitation and education." In addition to the exhibits at the new center, there will be interactive kiosks and displays regarding turtle survival and rescue at the Loggerhead Club and Marina™ location. "Families, individuals and corporations will have an opportunity to utilize the kiosk and educational exhibits and make an immediate donation to the cause of the long term survival of these important species."

Florida attracts more than 70 million visitors a year, three times more people than the population of Texas," says Raymond Graziotto, "and a significant number of those visitors want to see the 'real' Florida in a natural environment. Add to that the many thousands of school children on educational outings, and researchers from all over the world and you can see the number of visitors the center needs to accommodate." The new facility, designed by REG Architects, will significantly increase the ability of the center to run simultaneous programs, exhibits and research.



"The improvements we're making at the new Loggerhead Marinelifelife Center reflect our expertise, and by upgrading our center we will increase the educational and experiential value for our visitors and for our scientists," said Vince Lowe, Executive Director, of the Loggerhead Marinelifelife Center, the newly designed research and rescue center. "The research and turtle rescue program has been one of the most successful in the State, and we believe that with this dramatic new facility and the addition of significant new features, the new facility reflects the latest in marine research and technology.



Visitors will love the Loggerhead Marinelifelife Center's significantly upgraded interior and exterior, according to the Director. "Our new look goes with the great energy we've created, delivering the most up to date marine research in the scientific and marine communities. Now the center looks as appealing as it has been to us all along."

The new logo begins appearing on Wednesday, November 10th. All Loggerhead Marinelifelife signage and collateral will be changed in conjunction with The Loggerhead Club and Marina's Grand Re-Opening on November 10th. The association with the Loggerhead Marinelifelife Center will be announced at this major event with local dignitaries, scientists and the media.

"Our investment in the programs and the facilities of the Loggerhead Marinelifelife Center in Juno Beach clearly demonstrate our commitment to the environment and waterways of Florida," said Raymond Graziotto, Principal and COO, Seven Kings Holdings Company. "Marine wildlife and its protection matter to us. Their health and well-being is a focus and priority for our development team."

JC Solomon II, Loggerhead Club Marina's Chairman, agreed, stating, "We are extremely pleased to have participated in this definitive agreement to invest in the expansion of the center. The Loggerhead Marinelifelife Center is a leading player in the growing environmental clean air and water movement, in serving the clinical and research market as well as reaching and educating the public. This new center caters to marine and biologic and biotechnology clients and partners including those from major universities and research centers, and has the potential of generating strong recurring revenues that will go directly back into conservation.

This growth enables us, as Loggerhead Club and Marina™ partners with the Loggerhead Marinelifelife Center, to further widen the range of services to our scientific and environmental community, and diversify our rescue and research programs across multiple strong approaches."

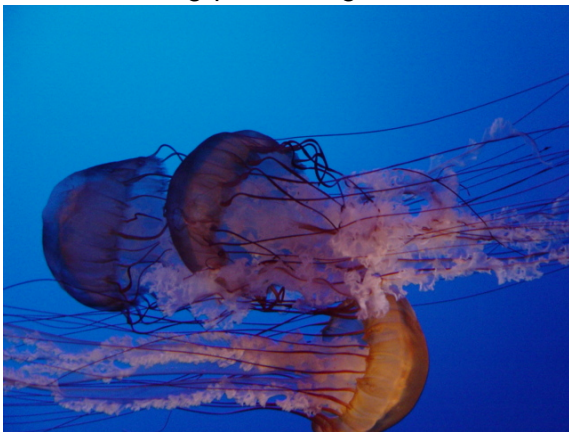
Vince Lowe of Loggerhead Marinelifelife Center, said, "We are very enthusiastic about the role of our scientific and environmental community partnership with the Loggerhead Club and Marina™ and Seven Kings Holdings, Inc, as well as becoming a branded Loggerhead facility. These capabilities and relationships will enable us to offer and provide larger clinical spaces to our scientists, have large scale educational and theatrical productions, and be host to visitors from all over the world. The combination gives us the scale to pursue larger functional abilities in clinical areas, and reach out to the public with expanded educational and rescue operations where we have extensive clinical, educational and research staffing expertise."



"This is good news for the thousands of Marine biology and environmental researchers, consulting clients and customers," said Lowe. "We'll have newly expanded geographic outlets for our research operations, and we'll have more capabilities in rescue and clinical rehabilitation. Our formula has not changed. We are here to make our efforts at research and rescue more successful. Our mission will be all the more important as we direct and focus our efforts, and we have full expectation that we will be saving the endangered species, ultimately."

At the grand naming rights ceremony on November 10th, media and the public, dignitaries, students and teachers will meet with the Loggerhead Marinelife Center team, and will be able to see the entire plans for the center as they are unveiled. The ceremonies will be held at 4:00 PM at Loggerhead Club and Marina, 2700 Donald Ross Road, Palm Beach Gardens, FL 33410. For more information, interested parties should contact Chris Cantwell at 561-748-8555.

What threatens sea turtle survival? Ingesting Plastic litter and debris or becoming entangled in debris causes the death or stranding of thousands of sea turtles each year. Turtles become sick or die from eating plastic bags and balloons floating in the water, which sea turtles mistake for one of their main food sources, jellyfish. Incidental capture of sea turtles in the nets of the commercial fishing industry is also an important threat to survival.



Artificial Lighting can disturb nesting sea turtles as they seek dark, quiet beaches to lay their eggs. Lights from buildings along the beach distract and confuse the females as well as the new hatchlings, where they can be drawn towards the artificial light source instead of the natural light shining on the water.

Walls, sandbags and barriers called *coastal armoring* can prevent the 100 to 400 pound turtles from reaching their nesting grounds. Beach re-nourishment programs can destroy or delay nesting, and pollution of our waterways from marine fuels and fertilizer runoff can significantly impact species survival. Turtles nest along the Florida coast from March to October, many swimming as many as 2,000 miles to reach their nesting grounds. The more than 100 eggs deposited in a turtle nest will hatch in about 60 days if undisturbed, and the hatchlings will have to reach the water before sun and predators take their toll.

Loggerhead Club and Marinas are owned by Seven Kings, Holdings, Inc., headquartered in Jupiter Beach, Florida, a premier development and holdings company of independently owned and operated luxury marinas and related properties. www.skholdings.com

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