

Press Release
FOR IMMEDIATE RELEASE

Marlene Plumley named Chief Marketing and Business Development Officer for Eelsnot Protective Coatings.

March 27, 2017 – Marlene Plumley, owner of Anne Arundel Dive Services, a veteran and woman owned business in Annapolis, Maryland, has been named the Chief Marketing and Business Development Officer for Eelsnot Protective Coatings. Ms. Plumley's commercial dive business is well established in the marine industry where her market segment is sailboat racing and recreational boating. Eelsnot Protective Coatings (EPC) has been a complimentary addition to her dive business and being able to provide competitive advantage to her niche racing community. She received her Masters of Business Administration from University of Maryland University College in 2015. In addition to her dive business, she is a U.S. Air Force veteran, firearms enthusiast, maintains a Maryland HQL and is awaiting a Utah multi-state Concealed Carry permit.

Ms. Plumley became the Eelsnot East Coast Distributor August 2016. Her marketing and sales efforts and long range vision and aspirations for the future of the company makes her the ideal fit for this position. In addition to business development, she will be in charge of online sales, as well as retail and wholesale product distribution.



Eelsnot Protective Coatings is a family of eco-friendly hydrophobic products that shields surfaces from direct contact with water at a molecular level. EPC's product line is devoted to high quality, environmentally friendly lubricants designed for mariners, water and snow sports, gun and knife enthusiasts and any industry desiring superb corrosion resistance.

- For the marine industry, Eelsnot Boat Therapy and Running Gear retards marine growth on hulls at the molecular level, therefore reducing drag, and has been shown to reduce fuel consumption by up to 25 percent. Without using harsh chemicals, Boat Therapy and Running Gear will rid your hull, props, trim tabs and shafts of unwanted slime and growth with simple wipe and spray action.
- For the gun and knife industries, Eelsnot Tactical Gun Lube creates a light extremely slippery film that is hydrodynamic, non-congealing, subzero safe, rust preventing, hydrophobic (water repelling), and non-toxic/eco-friendly.

The product line guarantees resistance to corrosion and oxidation, improved enjoyment in their sport/trade and provide competitive advantage where "slip" is necessary.

Eelsnot Protective Coating testimonials include:

- Marlene Plumley - "Nothing can make your boat go faster; that's all crew skill and rig tuning. Eelsnot Boat Therapy will not make your boat go faster; it will, however, keep your boat cleaner for longer. The proof is bottom drag after 24, 48 and 72 hours into a regatta. The cleanest hull will have the most competitive advantage, especially on light air days."
- J/World Annapolis - "Preparations [for regattas] include application of Eelsnot to the bottom and foils...so fast and so clean, this stuff should be illegal."
- Team Zephyr, the 2016 J30 North American Champions - "Zephyr won with smart sailing, boat preparation, tuning and boat speed...the owners and crew feel that Eelsnot was a major factor in our speed...I would recommend Eelsnot [Boat Therapy] for any boat, both wet or dry sailed, that wants to get the maximum potential out of their boat bottom."
- Larry Christy, J30 National Class Measurer - "Based on the Eelsnot [Boat Therapy] product literature there is no evidence that the product ejects or releases a substance that improves the character of the flow of water inside the boundary layer. See US Sailing Rule 53 Skin Friction."
- John Henry, Deputy First Class York-Poquoson Sherriff's Office Uniform Patrol Emergency Response Team and Firearms Instructor/Armorer - "...I have tested Eelsnot Tactical Gun Lube [on a M4 weapon system with Mil-spec black phosphate coating] for initial performance and durability and have found that this product has met or exceeded the performance provided by all other tactical lubricants used to date...I recommend this product for use on similar tactical weapons."

Eelsnot Protective Coatings (EPC) was founded 2006 and is headquartered in Williamsburg, Virginia. EPC is intensely dedicated to reducing the carbon footprint being left in our precious ocean by the \$6 billion marine industry that continues to grow.

Contacts:

Toby West

Email: Toby@Eelsnot.com

Phone: (757) 810-2542

Marlene Plumley

Email: Marlene@Eelsnot.com

Phone: (443)949-4476

Website: www.Eelsnot.com