



FOR IMMEDIATE RELEASE

Contact: Helene Baudet
LH-Finance AVP, Marketing Director
Mobile: 443-890-9517
HBaudet@bankatunited.com

LH-Finance Teams Up with AIM Media to Provide Boat Loan Clients with Innovative VIP Card Program

BALTIMORE, MD, September 29, 2016 – Marine financing specialist [LH-Finance](#) is delighted to announce that it has entered into a strategic partnership with [Active Interest Media](#) (AIM), the major international boat show producer and publisher of a variety of prominent yachting magazines. This new relationship will provide LH-Finance clients with exclusive VIP benefits at AIM’s boat shows – including the Fort Lauderdale International Boat Show on Nov. 3-7, 2016 – and in many new boat dealerships around the country.

The unique and innovative VIP program that AIM is developing for LH-Finance will provide clients with the opportunity to get pre-qualified for marine financing in advance of purchasing new boat brands participating in the program. That pre-qualification information will be loaded onto a custom LH-Finance card that ensures the client will receive VIP treatment both in the boat dealership and at AIM boat shows.

The LH-Finance VIP Card will provide clients with free admission to the Fort Lauderdale International Boat Show in November; Yachts Miami Beach in February, 2017, and the Palm Beach International Boat Show in March, 2017. At each of the shows, LH-Finance VIP Cardholders will have access to the exclusive AIM VIP Pavilion where they can enjoy complimentary food, open bar, air conditioning, WiFi, and a quiet spot to get away from the hubbub on the docks and evaluate the brochures they have picked up that day.

“This is the first value-added VIP Card of its kind that I am aware of in the world of marine financing,” said William H.W. Crawford, IV, CEO of United Bank, the parent company of LH-Finance. “We are proud to be partnering with AIM Media, the leading producer of in-water boat and yacht shows, in this highly innovative program which will help to establish LH-Finance as a team that thinks outside the box when it comes to providing superior customer service.”

“With years of expertise zeroed in on marine financing, the LH-Finance team is creative and poised to be a dominant player in the yachting industry in very short order,” said Gary DeSanctis, vice president and general manager of AIM’s Marine Group. “We are happy to be helping them to achieve that goal.”

-more-

L-H Finance Forms Strategic Partnership with LH-Finance

About L-H Finance

LH-Finance, also referred to as L'Hermione Finance, the Marine division of United Bank of Glastonbury, Connecticut (Member FDIC), offers both retail solutions to customers and wholesale financing to dealers and boat manufacturers. With its experienced team dedicated to marine financing based in Baltimore, Maryland, LH-Finance is uniquely positioned to provide exceptional customer service through a combination of strong partnerships with premium multinational brands, industry expertise, innovative products and competitive rates. For more information on LH-Finance, please visit www.LH-Finance.com.

About Active Interest Media

One of the world's largest enthusiast media companies, Active Interest Media (AIM) produces leading consumer and trade events, websites, magazines, and films and TV shows that reach 40 million readers, fans, and attendees in 85 countries. AIM powers the world's largest boat shows, led by the annual Fort Lauderdale International Boat Show. AIM's Marine Group brands also include Angler's Journal, Yachts International, Sail, Power & Motoryacht, Soundings, Soundings TRADE ONLY, and more.