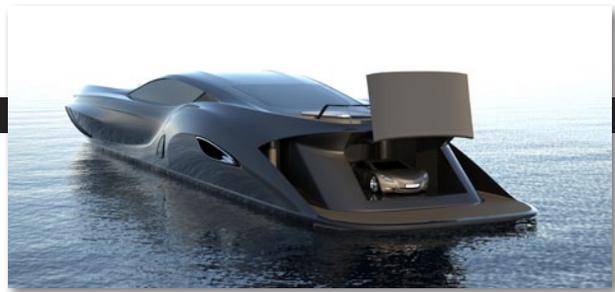


----- FOR IMMEDIATE RELEASE

February 8th, 2011

THE ULTIMATE VALENTINE'S DAY PRESENT...



Tired of getting your loved one the same old jewelry and flowers for Valentine's Day? If you have an extra \$50 million lying around, consider getting them the Ultimate Valentine - the new **Strand Craft 166 superyacht**. Breaking new ground, this engineering and design marvel comes with a custom designed iPad app tailored to your Valentine's favorite colors and style. Controlling everything including the mood lighting, the LED 3D-TVs, the audio systems, the deck, climate and more - the app is a first; even letting you stay in touch with your yacht while you're away, with security system controls and GPS location.

Need something to keep your iPad in? How about your own supercar? That's right, the SC166 comes with an exclusive, matching, 620 horsepower supercar that rides along with you inside the hold of your yacht! When it's time to grab a bite in town, the back of the SC166 opens like something out of Star Trek, out slides the onboard ramp, and off you go. Don't worry if you lose the remote. Each yacht comes with three iPads, including one in the car, letting you view engine and repair details within the control app. Developed by Poets Mobile (<http://www.poetsmobile.com>), the iPad system sets new standards for luxury, convenience and style - just like the SC166 it was designed for.

Turning heads in every port, your Valentine's 166-foot-long yacht is like crossing a cruise ship with an Aston Martin. Not really a surprise, given that it was conceived of, and designed, by award-winning industrial design firm Gray Design (<http://www.graydesign.se>). It's five elegant staterooms will let you bring friends along to awe as the retractable carbon-fiber front deck opens to reveal a sports bar that seats eight with a large (iPad-controlled) jacuzzi. With muscle to match its style, the SC166 houses three high-tech engines with a combined 16,000 horsepower allowing it to cruise at 30 knots with a top speed of 40 knots. Make this a Valentine's Day neither of you will ever forget!

March 1st - The SC166 becomes the first yacht with its own public iPhone app!

Get a FREE sneak peek into the SC166 by downloading the iPhone/iPad app "StrandCraft 166" on March 1st. View 360 degree views of the inside and exterior and learn more about the amazing features of this incredible superyacht.

For more information and to win a chance to have a romantic dinner for two and to see the SC166 for yourself, visit <http://www.theultimatevalentine.com>

----- Images and press materials are available at <http://www.theultimatevalentine.com/press>

GRAY DESIGN - Founded by Eduard Gray, Gray Design has quickly become a recognizable brand synonymous with extravagance and daring, with a range of supercar designs, concepts and luxury yachts that have been well received across the globe. www.graydesign.se

POETS MOBILE - Leading mobile developer, Poets Mobile is a division of LA-based design and development firm, Poets Road, Inc (<http://www.poetsroad.com>). Founded by artist, Mike Bundlie, Poets Mobile extends Poets Road's focus on creating cutting-edge digital solutions for premiere brands and clients. Learn more at <http://www.poetsmobile.com>

