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April 2014 Press Release

Lake Michigan Carferry: Multi-Million Dollar Commitment Assures Strong Future.

Ludington (MI) - The installation of the first phase of the new combustion control component of the multi-million dollar ash retention system aboard the <u>S.S. Badger</u> is underway and will be completed before the start of the 2014 sailing season on May 16th. Lake Michigan Carferry (LMC) is also announcing that pre-season discounts will once again be offered!

Lake Michigan Carferry is committed to providing the <u>lowest fares</u> for cross-lake ferry service on Lake Michigan. For the second year in a row, passengers can take advantage of special pre-season roll-back pricing, LMC's adult one way fare is only \$65. For a limited time, two adults and your auto can travel one way for only \$199! These roll-back specials will only be available through May 16, which is the first day of sailing for this important 2014 season.

The <u>Historic S.S. Badger</u> is undergoing major changes during the off-season in compliance with the consent decree that will ultimately end the discharge of ash by the start of the 2015 sailing season. A sophisticated combustion control system is being installed this winter and is the first phase of a multi-million dollar ash retention system. The second phase will be completed during the winter of 2014-2015.

Chuck Leonard, Vice President of Navigation for LMC states, "This technology has never been executed on a coal fired steam ship. The new combustion system will allow the ship to be more efficient - burning less coal and generating less ash."

Chief Engineer Charles Cart states that, "Researching, designing and implementing new combustion controls is an involved process. Removing the old equipment and installing the new in the course of our brief off-season while continuing the cycle of maintenance to the machinery, hull and appearance of a ship is a major challenge. Accomplishing all of this over an unusually hard winter demonstrates the high level of personal dedication and community involvement typical of our crew and supporting contractors here in Ludington."

To better accommodate the needs of their passengers LMC has also adjusted the sailing schedule this season. An earlier daily departure time of 8:30AM from Ludington, MI will allow extra time for passengers to experience attractions in the community of Manitowoc, WI.

Since the S.S. Badger's maiden voyage in 1953 she has created memories for millions of travelers. The S.S. Badger is the largest carferry ever to sail Lake Michigan, providing a fun, reliable and affordable shortcut across the huge inland sea for more than 60 years.





