



**SeaFiji**

*"Your Ride to Paradise"*

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## Seafiji announces its new leadership and focuses its organization on customers and transformation.

Seafiji Ltd announced today a change in ownership and implementation of the Company's strategy and management of the Port Denarau, based operations. Seafiji a fast boat transfer service offering sightseeing, Island Day Trips, Padi Diving, Fishing, Private Charters and water taxi services to destinations in the Mamanuca and Yasawa Group of Islands.

Seafiji was founded by Dean White in 2001 and for many years known as Seafiji Water Taxis. Dean has chosen to sell Seafiji after 15 years. "It has been a very difficult decision" says Dean White. "I have had 15 fantastic years with Seafiji and there are many things I will miss. Seafiji was fun to start and I am overwhelmed by the support the company has enjoyed since its beginnings."

"Jan Partridge my business partner, of the past four years, comes from Fiji and understands the unique brand that has been built up, and I am looking forward to her developing it further." Dean continues: "I'm really happy that Jan takes over the company. We share the same passion for Fiji, for Marine Tourism and what is also important, is that we have the same focus on safety, service and development so Jan, is the right person to take Seafiji forward in the right spirit."

Seafiji was a first in the industry, benefiting and supporting the Tourism industry in Fiji. It is also a successful first to show other entrepreneurs that it is possible to start a profitable micro-company in the tourism industry in Fiji.

Jan Partridge says she simply cannot wait to get started at the helm.

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