

MEDIA ALERT -- MEDIA ALERT -- MEDIA ALERT

For Immediate Release: February 16, 2009

For More Information: Bob Brown/Media Direction (714) 524-1755
bbrown@mediadirection1.com

2009 SCMA boat show images are available to the media at: www.images.scma.com

DEALERS CAUTIOUSLY OPTIMISTIC ABOUT 2009 THANKS TO BETTER THAN ANTICIPATED SALES AT L.A. BOAT SHOW

Los Angeles, CA: It wasn't exactly business as usual remarked one boat salesman last week at the L.A. Boat Show, but it was better than most expected and a reason for cautious optimism as the Southern California boating industry approaches the prime 2009 selling season.

"We actually were a little ahead of where we were in 2008," commented Mike Basso Jr. of Sun Country Marine, the largest Chaparral dealer in the country. "It was a good show for us, especially considering the turmoil the national economy is in right now. Some people were still hesitant about making a buying decision, but others recognized what great deals they could get on a boat if they bought now, and they did. I'm pretty optimistic about what lies ahead for us as we get deeper into the season. There's no question that people still want to go boating and it's an important part of their life."

Schock Boats of Newport Beach who specializes in the fishing market with Boston Whaler and Grady White Boats said they too were very satisfied with the outcome from the L.A.

Boat Show. "The market obviously isn't like it was several years ago, but I think we may have moved past the bottom and are beginning to start the climb back up," remarked Marie Schock, co-owner of the family-run dealership with her husband Scott. "We did sell boats at L.A. but more importantly we talked to a lot of very qualified prospects who were genuinely interested in buying a new boat. That is a very encouraging sign. Understandably, people aren't happy about the state of the overall economy but they're beginning to get off the sidelines and resume their passion for boating and fishing. Everybody's attitude and outlook seemed to be better."

"I wouldn't classify the L.A. Show as an industry homerun, but we definitely got on base and positioned ourselves for better times just ahead," said SCMA Executive Director, Dave Geoffroy. "I think the best way to summarize it would be to say it was a very good start, giving dealers and manufacturers something to be hopeful about. What impressed me was the fact that boats were selling across the entire price range spectrum. We featured a 'Fun Starts Here' pavilion at the show with thirty new boats of all types that anyone could buy for under \$20,000. A lot of attendees took notice of that display which had lots of informational signage with prices and monthly payments, remarking that they didn't realize that so many different kinds of boats could be purchased for such a modest investment. It definitely got a lot of people thinking. All in all, L.A. was a great momentum builder for our Southern California market."

The L.A. Boat Show also benefitted from special personal appearances by superstar NHRA drag racers, Top Fuel icon Cory McClenathan and female Funny Car champion Ashley Force. "Having well-known motorsports celebrities at the boat

show definitely stirs up the fan-base and brings more people to the boat show," commented Geoffroy. "Cory and Ashley are great when they meet the public. The opportunity to talk, get autographs and take pictures with their favorite racers simply adds an extra dimension that people truly enjoy and appreciate."