

FOR IMMEDIATE RELEASE

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HEADLINE:

Defender Shares their Success with Employees

BODY:

Waterford, CT – Defender Industries handed out stacks of cash to their Employees Friday March 20th as an extra reward for their continued success in 2008. Despite the bad economy & significant decline in the marine industry overall, the family-owned marine outfitter & catalog retailer achieved another record-breaking year in 2008 with sales growth of 11.3%.

“Defender’s Success & Profit Sharing Program rewards all our Employees proportionately for their individual & collective contributions to our success,” explained Vice President & co-owner Stephan Lance. “They deserve to be rewarded for the phenomenal work everyone does each day that is responsible for our record sales & overall success. 2008 was Defender’s seventh consecutive year of significant growth, & fifth year in a row of record sales.”

Executive Director Al Knupp stated, “Customer satisfaction is fundamental to our continued success, & we want each individual on the Defender Team to have a financial stake in the success they achieve. Our Profit Share program is unique in that it is also designed to provide a significant additional reward to our Staff for their years of service to Defender, which can double the amount an Employee receives.”

“Employees also get to decide how they would like to receive their individual share. In addition to the cash, options include any combination of extra Paid Time Off, pre-tax contributions to either their 401(k) retirement account or Health Savings Account, or as bonus pay. It’s our people who work smart & hard every day to make this happen – they’re absolutely the BEST!” Knupp said.

“We’re less than a week from the start of the annual Defender Warehouse Sale, our biggest event of the year. I’m confident we will make 2009 another great year for Defender, our Staff, & our Customers, while helping many of our Suppliers,” Lance added.

According to Knupp, this is the third consecutive year the company has shared profits with their Staff, & is the largest amount paid out to date. Defender increased Staffing

levels during 2008 to support the increased volume & maintain service levels, & is hiring again to support the continued growth.

Founded in 1938, Defender Industries is a family-owned marine outfitter & supplier of quality boating equipment, supplies, accessories, apparel, inflatable boats & outboard motors for serious boaters worldwide via catalog, the internet at www.defender.com & throughout the Northeastern U.S. at the Defender Warehouse Outlet Store located at their headquarters in Waterford, Connecticut.