

*For Immediate Release*

# Harris FloteBote Launches Social Media Program

## The Pursuit of Perfection Continues

(FORT WAYNE, Ind. — Jan 25, 2010) Harris FloteBote recently launched a customer-centric social media program. The goal of the program is three-fold: 1) to better serve current owners of Harris FloteBote pontoons; 2) to educate those who are thinking about acquiring their very first pontoon; and 3) to create an interactive online forum, where pontoon owners can share their amazing waterway experiences and weekend adventures, and exchange boating tips, ideas and resources with the rest of their growing online community.

“Social networking sites such as Facebook are a great place for individuals to interact with other pontoon owners, share stories, upload favorite photos and videos, and gain insight from the experiences of other boaters,” said Tricia Niebuhr, director of marketing and sales administration at Harris FloteBote. By tapping into the social networks increasingly used by the members of their audience, Harris FloteBote is better able to plug into their lives and directly engage and interact with its owners as well as potential buyers — keeping them informed of current trends and answering important pre-purchase questions.

Listening to the “voice” of their customers has always been top priority at Harris FloteBote. “Our social media program provides a mechanism for our current owners, and potential buyers, to ask questions, request additional information, address concerns and keep abreast of what’s happening at Harris FloteBote,” said Brad Anderson, general manager at Harris FloteBote. “Through our *Voice of the Customer* program, we have gained invaluable insight into the pontoon experience through the perspective of pontoon owners. This ongoing dialogue has resulted in implementing many key design improvements and feature advancements over the years. We value their input and ideas, and will continue to maintain an open dialogue with our customers, as we continuously strive to enhance their boating experiences,” said Anderson.

Recognizing their growing audience does not belong to just one social networking venue — and to maintain and facilitate an open dialogue with its customers and potential buyers — Harris FloteBote has implemented a comprehensive and integrated social media program that includes Facebook, Twitter, LinkedIn, YouTube, and Flickr. They have also created a lifestyle blog, “Celebrating Life. One voyage at a time,” that features amazing stories and beautiful photography of satisfied Harris FloteBote owners enjoying their pontoons with family and friends.

Click on any of the following links to join the Harris FloteBote community on these social networking sites and content sharing venues:

- Become a Fan of [Harris FloteBote on Facebook](#)
- Follow Harris FloteBote on Twitter: [@HarrisFloteBote](#)
- Connect with [Harris FloteBote Group](#) on LinkedIn
- See our latest pontoon photos on the [Harris FloteBote Flickr Photostream](#)
- Check out [Harris FloteBote videos on YouTube](#)
- Request a [Free 2010 Harris FloteBote Brochure](#)
- Read and comment on the Harris FloteBote lifestyle blog: [“Celebrating life. One voyage at a time”](#)

### **About Harris FloteBote**

Harris FloteBote is now celebrating its 53rd Anniversary as a renowned marine craft manufacturer specializing in elite pontoon boats. Thanks to our longevity, Harris FloteBote has surpassed the competition to provide consumers with the latest trends and contemporary styling in our pontoons. Only the best and highest quality materials go into one of our

boats. We know that our consumers demand a pontoon that not only delivers a luxurious cruise, but also provides the versatility to deliver the thrill-seeking watersports performance of a sport boat. That's why we currently offer seven distinctive model series and a variety of high performance options to fit every budget and personality. To change the rules of the game, you first have to master them. Harris FloteBote has been a leader in the pontoon industry for more than 50 years, and has put those years to use in honing its boat designs to create the best pontoons on the water. Now, Harris FloteBote has expanded its focus to reinventing the idea of what a pontoon can be. A sumptuous platform for luxurious get-togethers, a powerful water-sports workhorse and your personal passport to the great outdoors; these are the roles that each Harris FloteBote is built to fulfill. Expert craftsmanship and daring design give these pontoons the ability to meet your every need, while contemporary styling places them well ahead of the curve. The *pursuit of perfection* is hard work, but it's much more fun when you're always in the lead.

Please join the Harris FloteBote online community and learn first-hand what we mean, when we say "The Pursuit of Perfection Continues." To learn more about Harris FloteBote and our pontoons, visit <http://www.harrisflotebote.com>.

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