

Sea Ray(R) and MarineMax(R) Launch National Effort to Bring More Women into Boating

Financial Expert Suze Orman Takes Ownership of 280 Sundeck(R)

MIAMI, Feb. 12 /PRNewswire/ -- Sea Ray Boats announced the launch of its national initiative to get more women into boating at the Miami International Boat Show with a little help from friend Suze Orman. America's top financial expert took delivery of a new Sea Ray 280 Sundeck® from MarineMax and spoke about women and boating before sitting down to sign copies of her best-selling book, "Women & Money." As part of Suze's ownership experience, she will be automatically enrolled in Women on Water®, a program designed by MarineMax over 10 years ago to build confidence when commanding a vessel and to foster camaraderie among women in the boating community.

"Ever since I moved to Florida, it has always been a dream of mine to wake up at sunrise, make a big mug of coffee, and head out on my boat to welcome the day with the dolphins," said Orman prior to the Miami event. "That is what I call perfection."

The Emmy Award-winning television host, author, magazine and online columnist, writer/producer, and motivational speaker plans to use her boat to enhance both her personal and professional life. She will share her experiences aboard her Sea Ray on Facebook and Twitter, and through her "Keeping Afloat Financial Tips," which will be shot from the deck of her boat and posted on www.suzeorman.com.

Sea Ray is excited to have Orman as part of its boating family and hopes that her contributions will move more ladies to become hands-on boaters. "We couldn't ask for a better boating friend," said Rob Noyes, vice president of marketing for Sea Ray. "Suze's excitement and encouragement, and her desire to command her own boat, are a shining example to boaters everywhere, both male and female."

These courses are designed to help women take the helm and learn the ropes, literally, in a safe and relaxed environment. The small group sessions run from four to five hours and are split into two parts: a classroom section covering boat parts and terminology, knot tying, rules of the road, navigation, boating safety, and emergency procedures; and a water section covering hands-on boat operation, docking practice, anchoring, line handling, and VHF radio operation.

While the classes are sure to be popular among the spouses of current boaters and new-to-boating customers, the benefit to all women should not be overlooked. "For women to be powerful in their own lives, they have to understand the flow of money, the ups and downs of the financial tides. They have to be the masters of their own financial destiny," says Orman. "The same is true for every activity a woman wants to conquer. There is nothing as powerful as being the captain of your own ship, to not be dependent on anyone other than your own resources and abilities."

Generally organized by skill level and type of boat engine(s), the courses are designed and presented in a relaxed atmosphere meant to build confidence by presenting information in an active, fun, and supportive manner.

"For women such as myself that want to master being on the water in their own boat, there is no greater program than Women on Water®," says Orman. "Women have camaraderie among themselves that they never let anyone sink. We have a tendency to become each other's life preservers. This program brings

women together in a way to make us stronger as a group, as well as to become stronger in our own lives, as we dive deep into our unlimited possibilities of power that keep us afloat."

Classes such as Women on Water® will be offered at Sea Ray dealerships across the country. Women who are interested in participating in the program are encouraged to stop by their local dealer or visit www.searay.com for additional information. .

Women on Water® is a federally registered trademark of MarineMax.

ABOUT SEA RAY

Founded in 1959, Sea Ray is the world's largest manufacturer of superior quality pleasure boats. Sea Ray is headquartered in Knoxville, Tenn., and operates as part of the Boat Group division of Brunswick Corporation. With more than 40 models ranging from 17 to 61 feet, Sea Ray makes a boat for every lifestyle — each built with a unique commitment to quality, craftsmanship, and excellence throughout. Additional information about Sea Ray is available at www.searay.com.

ABOUT BRUNSWICK

Headquartered in Lake Forest, Ill., Brunswick Corporation endeavors to instill Genuine Ingenuity™ in all its leading consumer brands, including Mercury and Mariner outboard engines; Mercury MerCruiser sterndrives and inboard engines; MotorGuide trolling motors; Attwood marine parts and accessories; Land 'N' Sea, Kellogg Marine, Diversified Marine and Benrock parts and accessories distributors; Arvor, Bayliner, Bermuda, Boston Whaler, Cabo Yachts, Crestliner, Cypress Cay, Harris, Hatteras, Lowe, Lund, Meridian, Ornvik, Princecraft, Quicksilver, Rayglass, Sea Ray, Sealine, Triton, Trophy, Uttern and Valiant boats; Life Fitness and Hammer Strength fitness equipment; Brunswick bowling centers, equipment and consumer products; Brunswick billiards tables and foosball tables. For more information, visit www.brunswick.com.

ABOUT MARINEMAX

Headquartered in Clearwater, Florida, MarineMax is the nation's largest recreational boat and yacht retailer. Focused on premium brands, such as Sea Ray, Boston Whaler, Meridian, Cabo, Hatteras, Azimut Yachts and Grady White, MarineMax sells new and used recreational boats and related marine products and provides yacht brokerage services. MarineMax currently has 55 retail locations and operates within Alabama, Arizona, California, Colorado, Connecticut, Florida, Georgia, Maryland, Minnesota, Missouri, New Jersey, New York, North Carolina, Ohio, Oklahoma, Rhode Island, Tennessee and Texas. MarineMax is a New York Stock Exchange-listed company.

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