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## **FOR IMMEDIATE RELEASE**

### **Nautic Global Group Announces New Owners Club Programs**

**Elkhart, IN, August 1, 2010** Nautic Global Group (NGG) has announced the launch of four new owners clubs to enhance the boating enjoyment of customers in the diverse market and lifestyle segments the company serves. The four owners clubs, which offer exclusive resources and benefits to members, include:

- The Rinker Owners Club, for owners of Rinker sport boats, deck boats and express cruisers
- The Godfrey Pontoon Boats Owners Club, for owners of Sweetwater, Aqua Patio, Sanpan and Parti Kraft pontoon boats
- The Hurricane Owners Club, for owners of Hurricane deck boats
- The Polar Kraft Owners Club, for owners of Polar Kraft fishing boats

Each of the distinct owners clubs is free to join and open to owners of new or used boats. “This is our way of showing appreciation to our loyal customers, who are passionate about their boats and boating lifestyles,” said Steve Tadd, director of marketing for NGG. “It’s also a great way to introduce new buyers to all that we have to offer.”

Membership in any of the owners clubs brings with it a long list of advantages, such as access to special offers from NGG and its partners. Through the owners clubs, members will be able to interact with the manufacturer and other owners of like product. Members will be alerted to event notifications, new product updates and contests, and they will have the chance to share their views and insights with Nautic Global Group through customer surveys and focus groups.

“Most importantly, our new owners clubs will provide more opportunities for owners to get the most out of their chosen boating lifestyle and meet other people who enjoy similar activities,” said Tadd. “After all, boating is the ‘best social medium’ in the world.”

Membership also includes a complimentary subscription to each owners club’s quarterly e-newsletter and access to a private website that pulls together all the available resources and benefits — 24 hours a day, seven days a week, 365 days a year. Online features include a discussion forum, interactive photo wall, maintenance tips, user manuals and much more.

“With these clubs, it’s our mission to take our customers’ ownership experience to a whole new level, one they can share with a diverse group of people who share a common passion, both on and off the water,” Tadd said.

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With leading products including Rinker Express Cruisers and Sportboats, Hurricane Deckboats, Godfrey Pontoon Boats and Polar Kraft Aluminum Fishing Boats, Nautic Global Group proudly manufactures a “boat for every passion” and is the fourth largest boat manufacturer in the US. For more information on the company and its brands, visit [www.NauticGlobalGroup.com](http://www.NauticGlobalGroup.com).

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