

FOR IMMEDIATE RELEASE:
The Newport International Boat Show
Newport, Rhode Island

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PERFECT WEATHER, SALES HIGH, NEWPORT BOAT SHOW ENDS ON A HIGH NOTE.

Newport, RI, September, 2011... Exhibitors were happy with the vibe and the sales activities that took place this year at the Newport International Boat Show. The Boat Show recorded an attendance equal to pre-recession levels, about 15% higher than in 2009. Large crowds, perfect weather, lots of marine industry exhibitors, a rising level of boat and boating product sales, and international boating personalities all mixed together in Newport, Rhode Island to kick-off the 2011 Fall boating season in style!

Andrew Schneider, Azimut Yacht Dealer said "The Newport International Boat Show continues to deliver prospects from the entire Northeast. We are committed to continue our participation in this major annual event based on our success in retail sales at this show"

Sarah Fawle, Director of Marketing and PR at Morris Yachts was quoted as saying "We couldn't have been happier with the quality and quantity of traffic. The atmosphere and vibe at the show was fantastic. We saw many familiar friends as well as met with brand new prospects, several of whom have already requested proposals from us! It was definitely a positive outcome for the sales team. A fun show, well organized and we will definitely return again next year."

Helly Hansen Newport's Jay Lasky said, "This was far and away our best year in terms of gross sales and ease of operation. The euphoria of the show is still in the air and the high of success is still there."

Charles Miller of C.O.T., representing Maui Jim, was very excited and had this to say about the show, "This year, Maui Jim made sales as of Saturday night that were equal to the whole show period last year. Sunday was all gravy. Nice!!"

One of the highlights this year was the Opening Day News Conference with Tom Huston, Chief Operating Officer of the America's Cup Event Authority, along with Rhode Island Governor Lincoln Chafee and Keith Stokes, Executive Director of the Rhode Island Economic Development Corporation. The speakers offered the first glimpses of the innovations and the economic effect of the upcoming America's Cup World Series in Newport next June. In addition, exciting videos of the high speed, agile race boats – AC 45 catamarans – were shown at the news conference as well as at the America's Cup tent on the Show grounds all weekend long, with specifics on the Newport race course, an Olympic-village type staging area, stadium seating and land vantage points for tens of thousands of viewers.

This year's winners of the Newport International Boat Show's *Newport For New Products* program were also named during the Show. The Destino 20, a 20' custom wood and composite runabout from Destino Yachts in Branford, Connecticut was named "Best Powerboat Under 30 Feet" and overall "Best New Powerboat" at the Show. The Bayraider Daysailer, a 20' fiberglass and wood British day boat from Swallow Boats in Newport, RI took honors as "Best New Sailboat" as well as the sub-category of "Best Sailboat Under 30 Feet". The e7 Multifunction Electronic Network Display from Raymarine of Merrimack, NH took the honors as the Show's "Best New Boating Product".

Recognized as the Show's *Best Powerboat Over 30'* was the 55 PB Express from Palm Beach Motor Yachts of Sydney, Australia, presented by Ballast Point Yachts of San Diego, CA. The Moody 45 Deck Salon Sailing Yacht was named *Best New Sailboat Over 30'*.

The Newport International Boat Show -- at 41 years old -- is one of the largest in-water boat shows in the country and covered over 13 acres along America's Cup Avenue in the luxurious setting of Newport, Rhode Island. More than 700 exhibitors brought boats ranging in size from 8 to 85 feet, including express cruising yachts, racing sailboats, ocean-going trawlers, multihulls, DownEast styles, sport fishing boats, runabouts, kayaks, canoes and inflatables. In addition, there are engines, sails, equipment, safety products, electronics plus thousands of accessories and marine services, as well as seminars, demonstrations and workshops.

As noted by Tom Delotto, Division Director of Newport Exhibition Group, producers of the Show: "The 2011 Newport International Boat Show continued the upswing in attendance that was seen in 2010. Attendance levels increased by 5% over last year and 15% above 2009! The News Conference about next year's America's Cup World Series in Newport also added to the stature of the Show. And, in general, the atmosphere was positive and exciting both among exhibitors and attendees alike"

The Newport International Boat Show dates for next year are September 13 – 16, 2012. For more information, call 401-846-1115 or 800-582-7846 or visit www.newportboatshow.com.

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