

## **PRESS RELEASE Crownline Boats Proudly Displays Its First 2010 Model**

October 14, 2009: The first Crownline boat built since the company shut down production in December of 2008 rolled off the manufacturing line as the company began production of its new 2010 models. The company re-opened its doors under new ownership with a celebratory ribbon cutting ceremony on 8/26/09. This event signifies the rebirth of one of the top boat manufacturers in the industry. More than 550 boats have been sold since the company's reopening, a testament to the confidence its dealer associates have in the Crownline name and the company. Crownline's Australian distributor, David Fraser of Melbourne, Australia was on site for the event. "Crownline gives you exceptional quality and they are serious about developing a world class product," he said. Crownline has not only been a major source of income for southern Illinois, but has also been instrumental in creating jobs throughout Australia, Germany and Spain in a related manner. Innovative boat designs focusing on sophistication and exclusivity have always been the basis of the Research and Development division at Crownline. The new owners and the management team have made a commitment to customers, dealers, employees and vendors to maintain, if not surpass, Crownline's world class status. And with the launching of their impressive 2010 model series, they are well on their way to achieving this goal.