

## NEWS RELEASE

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### **SEA RAY® AQUAPALOOZA® IS 'BIGGER IN TEXAS' 65,000 to 70,000 Attendees, 7,000 Boats, Brad Paisley Make Fifth Annual Signature Event Largest Ever**

#### **FOR IMMEDIATE RELEASE**

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**KNOXVILLE, Tenn. – July 12, 2010** – Sea Ray Boats and its dealer Sail & Ski Center announced today that an estimated 7,000 boats and 65,000 to 70,000 people attended Brad Paisley's concert on Saturday, July 10, at the AquaPalooza 2010 Signature Event on Lake Travis near Austin, Texas.

The event, held at The Reserve on Lake Travis, broke all previous Signature Event attendance records. This year's Signature Event attendance numbers are a compilation of on-site estimates by state and local officials, online registrations, and aerial comparisons and calculations. This year's results are nearly double last year's record-setting event.

"We are extremely complimentary of the event organizers. From a public safety perspective, the event was very successful," said Roger Wade, public information officer from the Travis County Sheriff's Office. "We plan for the worst and hope for the best. This event turned out to be the best, with very few on-water incidences, especially for an event of this magnitude."

"Aside from the attendance records, we are most pleased that the boating lifestyle continues to be enjoyed safely in an event as large as AquaPalooza," said Rob Noyes, vice president of marketing for Sea Ray. "This year's event was larger and more complex in every facet. It included multi-day activities around Lake Travis and in the Austin area. We had a more significant land presence for our vendors and attendees, and we had incredible cooperation with our music talent, especially Brad Paisley and his team.

"Lake Travis is a beautiful location. The weather, while a bit challenging during our setup, turned out fantastic, and the music-loving Austin community really supported us in making this a successful event," Noyes continued. "I'd like to extend a big thank you to everyone who attended, and I would especially like to thank our host dealership, Sail & Ski, and everybody in the communities surrounding Lake Travis, who reconfirmed that 'everything is bigger in Texas.'"

The week of AquaPalooza-related festivities featured the Signature Event on Saturday, which was headlined by Paisley, in conjunction with his current H2O World Tour. The week also included a

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The logo for Sea Ray Boats, featuring the brand name in a stylized, cursive script font with a small 'S' at the end.

Battle of the Bands on Friday, July 9, plus an all-day music bill preceding Paisley. The large crowd was entertained by Matt Stillwell, Joanna Smith, Lee Brice and Jerrod Niemann, who not only warmed things up in preparation for Paisley, but also got the chance to perform original music in front an extremely enthusiastic audience.

As with last year's AquaPalooza, the viral buzz surrounding the event was evident in the thousands of new Facebook fans who posted photos and made comments, such as Sheri Noah, who wrote, "It was awesome! Awesome! Awsome! Brad puts on an amazing show! The event was a success, very cool and so fun!"

In addition to the Signature Event on Lake Travis, this year's AquaPalooza will consist of more than 100 events held around the world during the remaining weekends of July. "Our dealers do an outstanding job of coordinating AquaPalooza events in their local areas," said Noyes. "They have made it their goal to unite all boaters, not just Sea Ray owners, to celebrate the unmatched excitement and fun of life on the water." Sponsors like Mercury MerCruiser®, Cummins MerCruiser Diesel, GMC®, Sony®, National Boat Owners Association, Raymarine®, and Sebago® generously supported the activities.

For additional information on AquaPalooza 2010 and the Signature Event, please visit [www.aquapalooza.com](http://www.aquapalooza.com). Images are available for review at [www.davidkwitty.smugmug.com](http://www.davidkwitty.smugmug.com) (click on "Galleries" and then "AquaPalooza 2010"). Aerial images can be found on [www.filmagic.com](http://www.filmagic.com), courtesy of Gary Miller Photography.

#### **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 60 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](http://www.searay.com).*

#### **ABOUT BRUNSWICK**

*Headquartered in Lake Forest, Ill., Brunswick Corporation endeavors to instill "Genuine Ingenuity"(TM) 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, Kayot, Lowe, Lund, Maxum, 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](http://www.brunswick.com).*

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The logo for Sea Ray, featuring the brand name in a stylized, cursive script font. The 'S' is large and prominent, and the 'R' has a distinctive hook. The text is rendered in a light gray color.

### **ABOUT SAIL & SKI**

*Founded in 1969, the Sail & Ski Center has developed into the "Standard of Excellence" in boat dealers. As an authorized dealership for Sea Ray boats, Nautiques by Correct Craft, Boston Whaler, South Bay pontoon boats, and Kawasaki Jet Skis, Sail & Ski's boat brands are of the finest quality and best-selling in central and south Texas. The dealership's pro shop features the top selection of the most recent water skis, Ronix wakeboards, Hyperlite Wakeboards, Liquid Force Wakeboards, tubes and summer clothing for all of its customers' summer boating needs. For additional information, you can visit the Sail & Ski Center at any of its three Texas locations: Austin, San Antonio and Lakeway, or online at [www.sailandski.com](http://www.sailandski.com).*

### **ABOUT THE RESERVE AT LAKE TRAVIS**

*Encompassing 300 lush acres of rolling hill country and featuring 3.5 miles of pristine shoreline along the south shore of Lake Travis, The Reserve at Lake Travis is the ultimate in Texas luxury living. Located on Thurman Bend Road, The Reserve features large, one to five-acre home sites that are carefully designed to take full advantage of expansive vistas and water frontage. Complete resort amenities include a comprehensive equestrian center, private lake club, full service marina with 250 covered boat slips, swim center featuring a lazy river and water park, and more. The Reserve was designed by Hal Jones Development, a real estate development firm based in Austin that focuses primarily on Texas coastal and hill country properties. Visit [www.reserveatlaketravis.com](http://www.reserveatlaketravis.com) for more information.*

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