

Head to the Shore for the 2010 Atlantic City International Power Boat Show

The most 'powerful' boating event in the Northeast returns to Atlantic City Feb 3-7 with best deals and the return of Twiggy!

Atlantic City, NJ – (November 20, 2009) – The 31st annual Atlantic City International Power Boat Show cruises back into town February 3-7, 2010, docking at the Atlantic City Convention Center to showcase the biggest selection of power boats and accessories in the northeast, with dealers offering unprecedented deals. With hundreds of boats filling the convention center ranging from luxury motor yachts and sport fishers to performance boats and personal watercraft, plus the newest accessories and technologies, there's no better place to compare and shop for the 2010 summer boating season. Attendees will also be treated to a number of special features, sweepstakes and seminars that new and experienced boaters of all ages can enjoy.

"The Atlantic City International Power Boat Show is a can't-miss event, providing boating enthusiasts the opportunity to benefit from the best deals of the year and experience all that the boating lifestyle has to offer" said show manager Jonathan Pritko. "Whether you come to the show to buy a new boat, accessorize your current boat or check out the dozens of fun features and seminars, you'll find that it's a great way to spend the day."

Special features at the 2010 show include:

NEW! Bikini Contest – Watch as "Boating Beauties" compete to be crowned Miss Boat Show 2010! The contest will be held Friday from 6-7:30pm.

NEW! Pre-Show Shopping – The Atlantic City International Power Boat Show's newest online offering allows attendees to pre-shop the 2010 show for the greatest deals on the newest boats by visiting www.ACBoatShow.com. Beginning December 8th, attendees can plan ahead and search boats by brand, model and more, in addition to scheduling dealer appointments onsite or at the dealership.

NEW! Thursday Fish Fry – Bring your appetite for the show's first annual fish fry, featuring samples of local area fish, Thursday from 4pm to 7pm.

NEW! Fish Tales Contest—Win a Lowrance Fishfinder/Chartplotter! – Anglers of all ages have a chance to swap fish tales with the pros! Share your best fishing story with fellow anglers and pro fisherman judges for a chance to walk away with a Lowrance HDS-7 Fishfinder/Chartplotter **valued at \$999**. Contest begins on Thursday, February 4 from 5pm to 7pm.

Affordability Pavilion – Boating is more budget-friendly than you may think! The Affordability Pavilion is returning for the 2nd year, showcasing boats for those with smaller budgets, highlighting pricing options and displaying a wide range of boats that visitors can finance for \$250 or less.

Twiggy the Water-Skiing Squirrel Returns! – See Twiggy, the world's most-famous water sports-loving critter, show off her amazing skills. Twiggy, who dons a life jacket for safety, skis behind a radio-controlled boat that cruises at speeds of 5-6 mph around a custom-made heated pool. This lovable fur ball will perform each day of the show.

Miss GEICO – Feed your need for speed! Powered with the same turbine engines that flew missions in the first Gulf War, the 40-foot, 10,000 pound Miss GEICO took the offshore racing scene by storm in the spring of 2006 and proceeded to demolish record after record and awe

those unfortunate enough to race against her. In October 2007, Miss GEICO shattered another milestone when she hit an average speed of 188.26 mph on the Mississippi River.

Daily Fishing Education Series – Produced by *Fisherman Magazine*, daily fishing education series are included FREE with admission. Featured speakers include field editor Nick Honachefsky discussing South Jersey's best fishing locations, executive editor Jim Hutchinson sharing his fishing secrets and *Fishing For Striped Bass* author Gary Caputi's comprehensive striped bass seminar. Be sure to stop by the seminars on Saturday for your chance to win thousands of dollars of prizes.

Discover Boating Center & Seminars – Staffed by experts who can answer any boater's question on the best boat for their lifestyle and budget, the Discover Boating Center provides unbiased and straightforward answers to any question. The Center will also provide **daily boating seminars**, including:

- Floating in Fashion—Safety, types of PFDs and Fed. Law regarding child PFDs
- Don't Wake for Me! basic rules of the road, courtesy and navigational aids
- What Knot to Know—Basic knot tying types and uses
- Who is MARPOL and why are they following me?—Pollution and dumping laws
- Secure your Investment—Securing your boat, docklines, mooring and anchoring

Saturday Wing-A-Thon – Don't miss the second annual Wing-A-Thon on Saturday. Contestants will have a chance to eat great wings and win fantastic prizes.

Kids' Paddleboating – Young boaters can get their feet wet splashing around and navigating a mini lake in their own paddleboat, for FREE!

SHOW DETAILS

When: February 3-7, 2010

| <i>Wednesday February 3</i> | <i>Thursday February 4</i> | <i>Friday February 5</i> | <i>Saturday February 6</i> | <i>Sunday February 7</i> |
|---------------------------------|--------------------------------|------------------------------|--------------------------------|------------------------------|
| 11am - 8pm | 11am - 8pm | 11am - 8pm | 10am - 8pm | 10am - 5pm |

Where: Atlantic City Convention Center
One Convention Boulevard
Atlantic City, NJ 08401

Tickets: Adults: \$12 for one day admission
Youth (15 and under): FREE

Phone: 212-984-7000

On the Web: www.acboatshow.com

Media: Preview photos are available by request to Christine Pomorski (202-737-9774, cpomorski@nmma.org). Media can register for the show online [here](#).

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About the Atlantic City International Power Boat Show

The Atlantic City International Power Boat Show is produced by the National Marine Manufacturers Association (NMMA), the world's largest producer of boat shows. NMMA is the leading association representing the \$33.6 billion per year recreational boating industry. NMMA member companies produce more than 80 percent of the boats, engines, trailers, accessories and gear used by boaters and anglers in North America. For more information about the NMMA, visit www.nmma.org.