



P R E S S R E L E A S E

Donzi Marine Reports Strong Retail Demand and Announces New Dealer

Sarasota, FL, May 13 — Donzi Marine is enjoying strong retail demand and has recently signed a new dealer in a key high performance boat market, the company announced today.

“From July 2009 to April 2010, over 95 Donzi boats have been sold and delivered to retail customers,” according to John Walker, senior vice president and chief operations officer for Donzi’s parent company, American Marine Holdings. “Certainly the economy has reshaped the playing field, but there seems to be a widespread misconception that people just aren’t buying,” said Walker. “We feel that the retail-delivery of nearly 100 units with an average size of around 38 feet, in a span of just ten months, is incredibly strong for a niche product in any economy.”

Craig Barrie, Donzi’s vice president of sales, credits Donzi’s strong worldwide brand recognition and its ability to cater to its clients as two key catalysts to the company’s steady sales, explaining, “Many years of strong branding efforts have made Donzi one of the best-known and most respected names in the business. At the same time, we’re very hands-on with our customers, who appreciate that we’re always evolving our product and also that we can deliver them something fresh and unique, and entirely custom.”

Retail demand for Donzi product has been heavily focused toward the large end of its model lineup, and the company is making significant investments in future new product with that in mind. “We’re developing the next generation of Donzi models and in the coming year you’ll see us rolling out some very large, very advanced new high performance boats and center consoles,” explained Barrie.

Donzi has leveraged its strong retail demand to make significant inroads into key high performance boat markets, and has announced its newest dealer signing: MRD Marine, of Lindenhurst, NY.

“This new appointment to our dealer network will even further enhance our already strong sales. MRD Marine is a very large operation, right on the water in the heart of the Long Island boating community. Their boat storage operation covers 30 acres, and they cater to the high performance enthusiast with custom rigging and high performance engine repair right on-site,” said Barrie, adding, “We’re very excited about this new relationship with MRD and we’re proud to welcome them to the Donzi family.”

In business since 1964, Donzi Marine builds over 25 models of high performance fiberglass pleasure boats ranging from 16 to 43 feet. These include the ZR line of race-bred high performance boats, the tournament-proven ZF fishing series, the innovative ZFX line of performance center consoles, and the legendary Classic sport boats. Donzi is a division of American Marine Holdings, which also operates Pro Line Boats, a market leader in recreational saltwater fishing boats.