

FOR IMMEDIATE RELEASE
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Hydra-Sports Boat Company Manufacturers Its First Boats under New Ownership

Vonore, TN --- Hydra-Sports Boat Company, once part of the Genmar empire, has turned yet another historical corner. Recently acquired by MasterCraft Boat Company and its equity partners, Hydra-Sports has been brought back from the brink and in a matter of months has ramped up production, rolling completed 2011 models off the line this week.

“There is no question this is a big moment for the Hydra-Sports brand,” says John Dorton, president and CEO. “It was only a few short months ago the future of this remarkable company was in real question. But thanks to the due diligence and hard work of so many outstanding individuals, Hydra-Sports is once again designing, building and delivering boats to its valued customers.”

Of course Hydra-Sports, well regarded as a manufacturer of high performance saltwater boats, is just getting started under its new ownership. In addition to the success of 2011 models rolling off the new production line, the Hydra-Sports team will continue to expeditiously work to restore this brand back to the top of the center console and salt water category through innovative product, superior build and quality practices, world class sales and marketing and preeminent business and financial management.

“Obviously we are thrilled to be building these 2011 models but there is more to come,” says Scott Crutchfield, chief sales and marketing officer. “The reason for that is simple - we have amassed the best team in the industry, a team that doesn’t rest easily and is responsible for making the MasterCraft brand both #1 in its category and one of the most respected brands in the entire industry. We plan on taking this same muscle and competitive attitude to the performance saltwater boat market, using the holistic expertise of our people to push Hydra-Sports to the top spot on the podium.”

Presently the Hydra-Sports team is implementing updates to current product while working in tandem to make sweeping changes to future offerings which plan to be unveiled at the Fort Lauderdale Boat Show in the fall. “The immediate need is to meet the existing pipeline demand of our dealer network which we are now doing with these 2011 production boats” adds Dorton. “However, we know new product and enhancements to existing product are what will ultimately cause current owners to remain loyal to us and will drive new customers away from other brands to the definitive Hydra-Sports experience.”

About Hydra-Sports

Hydra-Sports, a highly regarded manufacturer of high performance saltwater boats, design and engineer their boats upon a basic philosophy of "No Compromise™." - a simple, yet very straight-forward approach that ensures Hydra-Sports boats will remain on the front lines of quality, performance and innovation in the marine industry.