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FOR IMMEDIATE RELEASE

Nautic Global Group Announces New Corporate Website

Elkhart, IN, March 18, 2010 Nautic Global Group today launched a new corporate website, www.NauticGlobalGroup.com. The website shares information about the company's rich history, philosophies, and leadership. The website also consolidates many of the company's online resources, such as its Dealer Portals, Image Bank, Press Room, and Contact Information.

"As a company, we've worked hard to achieve synergies and efficiencies in the day to day operations of all of our production facilities and our brands," said Chief Executive Officer Bob Moran. "This website helps us to do this online as well, and is a true reflection of the company we've become and our future direction."

Nautic Global Group, who believes in a strong and effective interactive presence, continues to develop its online footprint. The company recently completed several projects:

- www.GodfreyPontoonBoats.com pulls together the vast family of pontoon boats produced by Nautic Global Group and provides new shopping tools and helps consumers identify the right pontoon boat for them using the new "Boat Selector" tool.
- www.AmazingBoatDeals.com showcases some of the company's recent value-focused product launches and price-pointed promotional products.
- Fans, Prospects, Owners and Dealers can now find each of the company's brands on Facebook and YouTube.com and interested parties can now follow Nautic Global Group on Twitter.

"We're focused on providing consumers and dealers with a compelling online experience as they interact with our brands and research our products," said Chief Sales Officer Rick Gasaway. "The completion of each of these projects represents a milestone achieved, and is part of a larger vision for our brands."

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With leading products including Rinker Express Cruisers and Sportboats, Hurricane Deckboats, Godfrey Pontoon Boats and Polar Kraft Aluminum Fishing Boats, Nautic Global Group proudly manufactures a "boat for every passion" and is the fourth largest boat manufacturer in the US. For more information on the company and its brands, visit www.NauticGlobalGroup.com.
