

NAUTIQUE®

For Immediate Release
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NAUTIQUE ANNOUNCES NEW STRATEGIC PLAN

ORLANDO, FLA (October 12, 2010) — Today Nautique announced the beginning of a new four year Strategic Plan. The plan sets aggressive improvement goals for each area of the company.

In 2007, Nautique began execution of its first ever Strategic Plan and the results were dramatic. The company has significantly improved its business model resulting in improved product, market share and customer care. The recently completed plan has resulted in the company being in its most financially stable position ever, despite a significant global economic hurricane during its execution.

The new Strategic Plan, which the Nautique team has been developing for months, divides the company into twelve departments and sets aggressive goals for each of them. The plan is expected to produce significantly positive results for Nautique customers, employees, dealers and vendors over the next four years.

“I am incredibly proud of our team and the results we have achieved the past three years. We have the best team and most financial stability that our company has ever experienced. However, we are not even close to being satisfied.” stated Nautique’s President and CEO, Bill Yeargin. “As part of our execution of a new Strategic Plan we will be making the company even better, which is tough to do when you already lead the industry. We will be the best getting better.” Yeargin added.

To read Bill Yeargin’s Nautique Insider blog regarding the new Strategic Plan visit <http://www.nautique.com/blog/>.

Celebrating 86 years of boat building excellence, Correct Craft, Inc. is the producer of the Nautique line of boats. The manufacturer of Nautique is known for delivering superior quality product, cutting-edge technology and exceptional service experiences. To see the complete line of Nautique boats, visit www.nautique.com.

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