

NAUTIQUE®

For Immediate Release

For Further Information Contact:

Terri Schneider, Marketing Coordinator

Nautique Boats

(407) 956-6404

tschneider@nautique.com

NAUTIQUE BOATS AND HYPERLITE ANNOUNCE MULTI-YEAR ALLIANCE

ORLANDO, FLA (March 3, 2011) — Today Nautique Boats announced an exclusive multi-year alliance that will allow customers to experience the best wakeboard boats in the towed watersports marketplace and with one of the leading wakeboard, wakeskate and wakesurf boards in the industry.

This new, ground-breaking alliance with fellow industry leader Hyperlite will incorporate supporting athletes from the grass roots level, to the most prestigious and professional events in the world. In select regions across the country Nautique will be towing Hyperlite retail teams and consumers behind the industry's leading Super Air Nautique boats. Stay tuned for the opportunity to enjoy Hyperlite's new product offerings and experience Hyperlite's System Sessions Tour, for 2011.

"Now that Nautique is the Official Towboat for Hyperlite wakeboards, we couldn't be any happier! Both Hyperlite and Nautique share a passion for developing the top of the line products in the marketplace. The two brands have always shared a similar strategy in supporting the grass roots of our sport. Quality and trust are virtues each company strives to attain and now we can do so together. This partnership is one for the ages," stated Hyperlite/HO Skis Marketing Manager Greg Nelson.

There are many synergies between Nautique and Hyperlite, starting with a few of the world's most elite and well-respected athletes; Shaun Murray, J.D. Webb, Jimmy LaRiche, Brandon Thomas and "The Godfather," Scott Byerly. Many of the employee's from both companies have had long-term friendships and mutual respect for one another, which makes this a perfect fit for both Nautique and Hyperlite.

"Our entire team is excited about this alliance which will combine Nautique's experience in building the best wakeboard boats in the marketplace with a company that shares the same vision for delivering innovative and performance minded products," stated Nautique President/CEO Bill Yeargin.

Together, Nautique and Hyperlite are focused on providing the best on-water experience possible. For more information on the System Sessions Tour, Nautique Boats and the athlete's that will be making special appearances, please visit www.hyperlite.com or www.nautique.com.

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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