



***Building a Dynasty. Leaving a Legacy.™***

**For Immediate Release**

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**NAUTIQUES.COM WINS COVETED AWARD  
FROM THE WEB MARKETING ASSOCIATION**

ORLANDO, FLA (October 29, 2008) — Nautique’s innovative website, [nautiques.com](http://nautiques.com), recently received the prestigious *Best Leisure Website* award from the Web Marketing Association.

Websites considered for the annual WebAwards contest are judged by a panel of independent Internet experts in areas of design, interactivity, technology, content, innovation, copywriting and ease of use to target audience. By winning the 2008 *Best Leisure Website* award, [nautiques.com](http://nautiques.com) joins the ranks of other premier websites including Harry Potter and the Order of the Phoenix, Walt Disney Internet Group, UPS and National Geographic.

[Nautiques.com](http://Nautiques.com) boasts streaming videos showcasing the Nautique boats and athletes, a user-friendly Boat Builder feature and the most up-to-date Nautique news. Since the all-new site launched in February 2008, customers have found this site to be both interactive as well as easy to navigate.

Correct Craft’s President/CEO Bill Yeargin commented, “Since launching our website in early 2008 we have received overwhelming positive feedback. This prestigious award confirms that [nautiques.com](http://nautiques.com) truly is the most innovative site available to consumers in the marine industry. I extend my sincere appreciation to the Nautique Marketing Team and our Web Development partner, Red Rocket Studios, for their dedication and tremendous efforts in developing this website.”

Founded by the Web Marketing Association in 1997, the WebAwards is the standards defining competition that sets industry benchmarks for the best websites based upon seven criteria of a successful website. The goal of WebAwards is to provide a forum to recognize the people and organizations responsible for developing some of the most effective websites on the Internet today.

Celebrating 84 years of excellence in the marine industry, Correct Craft, Inc. is the producer of the Nautique line of boats. Correct Craft is known for delivering superior quality product, cutting-edge technology and exceptional service experiences. To see the complete line of Nautique boats, visit [www.nautiques.com](http://www.nautiques.com).

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