



For Immediate Release

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CORRECT CRAFT INTRODUCES THE NAUTIQUE SOAR PROGRAM

Orlando, FLA (January 20, 2010) – Correct Craft, Inc. announces a new and innovative program implementing Lean Six Sigma principles throughout the Nautique sales program, called the Nautique SOAR program. The SOAR program, believed to be the first of its kind in the boating industry, has begun its initial phase and will be fully executed over the next several months.

Correct Craft has been widely recognized as a leader in the implementation of Lean Six Sigma principles in boat manufacturing with the development of the Nautique Production System. Our factory in Orlando receives frequent visits from others in our industry coming to observe and learn our techniques.

The Nautique SOAR program, an innovative use of Lean Six Sigma principles, will be focused on making the Nautique Sales process even more informative and beneficial to our customers.

“I’m extremely pleased to begin the next phase of our Lean Six Sigma implementation in our Sales program, another industry first for Nautique. We are already considered the leader in customer service as reflected by the many awards we have won and through implementation of this SOAR program we are determined to get even better. Our entire Nautique team is committed to ensuring the Nautique life is second to none!” stated Correct Craft’s President/CEO Bill Yeargin.

Celebrating 85 years of excellence in the marine industry, 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.nautiques.com.

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