



**For Immediate Release**

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**NAUTIQUES BY CORRECT CRAFT LAUNCHES  
INNOVATIVE AND DYNAMIC WEBSITE**

ORLANDO, FLA (February 20, 2008) — Correct Craft, Inc., an Orlando-based manufacturer of the exclusive Nautique line of boats, launches a customer-focused and content rich website. [www.nautiques.com](http://www.nautiques.com) was designed based upon direct input from both Nautique customers and dealers.

The new website boasts a user-friendly Boat Builder feature, a redesigned Team Nautique site as well as streaming videos presenting the long-standing history and innovation feats achieved by Correct Craft. The site is rich in sound, images and videos showcasing the Nautique boats and athletes. Customers will find this website to be both interactive as well as easy to navigate.

On the launch of the new website, Correct Craft's Senior Director of Marketing Adam Lodge commented, "The feedback we have received on our new website has been overwhelmingly positive. Our goal was to launch a site that is rich in content, easy to navigate, and loaded with features for everyone from the youngest watersports enthusiasts, to those who have been loyal to the Nautique brand for decades. I extend my sincere appreciation to the Correct Craft Marketing Team and our Web Development partner, Red Rocket Studios, for their dedication and tremendous efforts in developing and launching this website."

The Nautique line of boats is produced by Correct Craft, a family-owned manufacturer celebrating 83 years of excellence in the marine industry. Correct Craft, Inc. 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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