

PRESS RELEASE

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FOUR WINNS BOATS LAUNCHES 2011 MODELS

Boat builder introduces new 18 – 28' lineup with new regional meeting format

Cadillac, Michigan, October 20, 2010 – Rec Boat Holdings announces the launch of its 2011 model year lineup of 18 – 28' trailerable boats for the Four Winns brand through a series of regional dealer meetings conducted across North America. In order to minimize time away from their businesses, dealers were invited to attend meetings held in key markets where one-day sessions delivered new product introductions, new sales and marketing programs and the opportunity to meet with the new management team from the company.

Brand new for model year 2011 in the Four Winns trailerable segment is the H180 outboard model, a step in the new direction of outboard-powered runabouts. The H180 boasts a new Four Winns-exclusive walk-across swim platform and removable walk-through seating system providing additional cockpit space for fishing and watersports preparation. New gelcoat and graphics packages provide consumers the choices they want when looking for the perfect boat. The new H180 is available with outboard power options ranging from 90 to 130 horsepower. Also brand-new to the line up is the 190LE, an entry-level boat designed to attract the new boat owner with an affordable runabout that includes the basic amenities needed for a full day on the water.

The entire lineup of trailerable boats is available with exciting new graphics as well as three new gelcoat colors – Rattan, Sea Glass and Steel Gray. The all-new Liberty Edition (available on H series models 200 & up and SL series) makes an entrance with red, white and blue hull graphics, mahogany wheel and new teak-style carpet. The H and F series models shine with a new vacuum-formed 3-D chrome look delivering an upscale styling without the expensive price tag. New dash panels for the H, F and SL series are automotive-inspired and include a high-grade aluminum with carbon fiber finish. Upgrades to vinyls and top-stitch detailing add additional elegance to models in this segment.

“The engineering and design team has truly delivered on the Four Winns promise of quality and elegance with this new line of boats,” stated Roch Lambert, Group President, Rec Boat Holdings. “The new outboard-powered offering will deliver a clean, lightweight power alternative with improved fuel efficiency and smoother operation. Coupled with new gelcoat colors and graphics packages, enhanced interiors and recreational package options, this new lineup will excite and broaden our consumer reach,” Lambert concluded.

Since the purchase of Four Winns by the Platinum Equity Group earlier this year, investment into the Four Winns brand is clear. New models, new designs and available package options are a direct result of this investment.

“In a very short amount of time and with solid commitment from Platinum, we’ve accomplished many milestones on behalf of the Four Winns brand. And, we have many more in the pipeline, which will provide a valuable selling proposition for our dealers,” Lambert stated. “We continue to meet with dealers and gather valuable insight and feedback for our future planning; this cooperation and collaboration will result in a very exciting and successful 2011 model year for Four Winns,” Lambert added.

The new wide-body cruiser line up will be launched later this year. All new Four Winns models will be displayed throughout major boat shows in the coming season as well as available for more information and detail specifications at Four Winns professional marine retailers.

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The Recreational Boat Group, a division of Platinum Equity affiliate PBH Marine Group, LLC, is engaged in the manufacturing, design, distribution and marketing of world-class boat brands Four Winns, Glastron and Wellcraft. The Fishing Boat Group division of PBH Marine Group, LLC includes the Champion, Ranger, Stratos and Triton brands.

For More Information:

Doyle VanderPol

231.779.2300

dvanderpol@fourwinns.com