

## **PRESS RELEASE**

### **FOR IMMEDIATE RELEASE**

#### **FOUR WINNS BOATS AWARDS TOP ACHIEVERS**

*Top sales and CSI awards announced at recent regional meetings*

*Cadillac, Michigan, December 8, 2010* – Rec Boat Holdings recently awarded several of its North American and International Four Winns Professional Marine Retailers for wholesale volume sales and customer satisfaction index (CSI) scores. The awards are categorized by dollar and unit volume and were distributed at the brand's recent regional dealer meetings conducted in key markets across the U.S. and Canada.

The "Top Volume" awards are handed out to those dealers who excelled in unit volume sales for each dealership. This year's winners were:

<b>Yugo MISR Trade</b>	<b>Largest Single Store Volume</b>	<b>Cairo, Egypt</b>
<b>Marine Management</b>	<b>Largest Multi-Store Volume</b>	<b>Edmonton, AB, Canada</b>

The three categories for wholesale sales are: Commanders Award, Captains Award and Admirals Award. The highest achiever, the Admirals Award, is given to the marine retailer with multi-million dollar wholesale sales.

#### **Admirals Award**

**Marine Management Services, Edmonton, Alberta**  
**The Boat Warehouse, Kingston, Ontario**  
**Yugo MISR Trade, Cairo, Egypt**

A complete listing of award winners, including the Commanders and Captains Awards, is attached.

The Outstanding CSI Award was presented to **Lodder's Marine**, located in Fairfield, Ohio – a Four Winns retailer since 2002. This annual award is presented to the Four Winns marine retailer that displays outstanding customer service which is graded by various customer satisfaction criteria including overall satisfaction with dealer, the delivery process, dealer personnel and dealer service experience.

"We're very proud of all our Four Winns retailers and their achievements over the past year," stated Roch Lambert, Group President, Rec Boat Holdings. "These award-winning

dealers have proven their loyalty to our Four Winns brand by successfully marketing our products while employing smart business practices to be successful,” Lambert declared.

The new 2011 model year Four Winns boats can be seen at official Four Winns marine retailers worldwide.

-30-

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](mailto:dvanderpol@fourwinns.com)

## FOUR WINNS BOATS AWARDS TOP ACHIEVERS

2010 Commander's Award	Location
SEAWAY SRL	LAVAGNA, GENOA, ITALY
NAUTICA MENEGUAL	TEULADA-MORAIRA, SPAIN
JV MARINE WORLD	BRAESIDE, VICTORIA, AUSTRALIA
MELVIN VILLAGE MARINA	MELVIN VILLAGE, NH, USA
KEVIN'S MARINE LTD	FORT QU'APPELLE, SK, CANADA
HALL'S SPORT CENTER	MUSKEGON, MI, USA
BUZZ'S MARINE SUPPLY	KEARNEY, NE, USA
TRC YACHT SALES	HARRISON, TN, USA

2010 Captain's Award	Location
AAVAA NAUTICA	PUERTO VALLARTA, MEXICO
EUROPE MARINE	BUDENHEIM, GERMANY
RICH MARINE CENTER	PUERTO LA CRUZ, VENEZUELA
WINNISQUAM MARINE	BELMONT, NH, USA
GROUPE IBERVILLE	ST. ZOTIQUE, QU, CANADA

Admiral's Award	Location
YUGO MISR TRADE	CAIRO, EGYPT
THE BOAT WAREHOUSE	KINGSTON, ON, CANADA
MARINE MANAGEMENT SERVICES	EDMONTON, AB, CANADA