

**PRESS
RELEASE****FOR IMMEDIATE RELEASE****FOUR WINNS LAUNCHES NEW RETAIL PROGRAM FOR BOAT SHOW
BUYERS**

Cadillac, Michigan, January 4, 2012 – Rec Boat Holdings announces the "*What's Next is Now Celebration*" retail program for its Four Winns brand of boats. Consumers are eligible for up to \$25,000 in cash back incentives when purchasing a qualifying boat.

"Along with our aggressive new product launch plan continuing to roll out, we feel a strong retail promotion will put us in a great position for generating traffic at the shows," stated Roch Lambert, Group President, Rec Boat Holdings. "Our network remains healthy and ready for the 2012 boat show season; the *What's Next is Now Celebration* program will offer that extra boost to spark retail activity at the shows."

With its "*What's Next is Now*" new model roll-out message, the company has launched more than 10 new boats including the new 27' V275 launched at the recent Paris Boat Show. In addition to the retail incentive, the company has issued a *Dare to Compare* program which challenges the consumer to compare models at the show in order to see the increased benefits of buying a Four Winns. With a tool developed for the dealers and provided to a potential customer, the shopper will have the opportunity to compare the built-in value of a Four Winns against a competitive model.

The retail program runs from January 2, 2012 through March 31, 2012 and is available through participating Four Winns dealers. Consumers purchasing qualifying models will be eligible for cash back offerings ranging from \$550 up to \$25,000.

Dealers will be provided point-of-purchase materials to promote the program as well as *Dare to Compare* cards and banner advertising for their websites.

For more information, visit www.fourwinns.com and follow us on Facebook at www.facebook.com/fourwinns.

Rec Boat Holdings



Rec Boat Holdings, LLC, a subsidiary of Platinum Equity Affiliates' PBH Marine Group, LLC, is engaged in the design, manufacturing, marketing and distribution of the world-class Four Winns®, Glastron® and Wellcraft® boat brands. The Fishing Holdings, LLC subsidiary of PBH Marine Group, LLC manufactures the world-class Ranger®, Stratos® and Triton® boat brands.

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