

**For Immediate Release**

## **PRO-LINE INTRODUCES PROFESSIONAL SERIES 24 AND 18**

Custom-Designed Fishing Vessels for Serious Anglers

CRYSTAL RIVER, Florida (Feb. 14, 2008) – Pro-Line Boats is looking for a few good anglers. The leader in quality and dependability, Pro-Line revisits its founding vision with a new Professional Series created for passionate fishermen who truly know what they want in a boat.

Debuting at the Miami International Boat Show, this new series takes two of Pro-Line's inshore models – the 24 Bay and 18 Flats – and unleashes their true potential with an unprecedented level of customization. In the spirit of Pro-Line's original boat – a 24-foot dual console built for guides and commercial fishermen – the Pro 24 and Pro 18 target the hardest of hardcore anglers, by encouraging pickiness and promoting personal style.

"We start with a hull and deck and then say 'What do you want?'" explains Pro-Line President, John E. Walker. "We give customers a basic platform to work from and then we customize it to their specific needs and wants."

The Pro 24 and Pro 18 are completely customizable vessels from livewells and baitwells, rod holders, leaning posts, cleats, storage and fish boxes; owners can customize their boats to meet their individual needs. They can also choose from a wide range of console configurations. Buyers can opt for a traditional deck design with windshield and grab rail or elevate their view in a tower with leaning post and backrest.

Other options include 12-volt receptacle, baitwell timer, 2-bank battery charger, battery switch, bow handrail (powder coated or stainless steel), casting platform, 8-inch pop-up cleats, cockpit lights, compass, 94-quart cooler with cushion and backrest, canvas cover for console and leaning post, tower windbreak curtain, cushions on forward storage lids, fuel tank upgrade, hydraulic jack plate, trim tabs with indicators, LED spreader light, raw water washdown, removable casting deck seat (forward and aft), tilt steering (not applicable w/tower), custom hull graphics, am/fm stereo with speakers.

Pro-Line will only offer the Professional Series factory-direct – a move Walker said allows maximum flexibility and response to customer requests. Despite their diverse appeal, Walker said the Pro 24 and Pro 18 are not intended for the general public. Prospective buyers must hold current membership in a recognized tournament or guide group, or possess a valid commercial fishing license.

“This boat is not for everyone – It’s not your standard family fish boat,” Walker said. “These are fully customized boats. Most companies say ‘This is as close as we can get to what you want’. We want to say ‘This is exactly the boat you want’.”

Confirming the authenticity, each Pro-Line Professional Series boat will include a console plaque stating that the vessel was custom built for its named owner. Founder, Dan Atwood’s engraved signature brands the boat with Pro-Line integrity.

“We know how to build great boats, but fishermen who make their living on the water know specifically what suits their individual needs,” Atwood said. “By combining our perspectives, our new Professional Series will give professional fishermen the tools they need to do their job. That was our original thought 40 years ago, so it’s very fulfilling to see this all come full circle.”

Walker adds: “You don’t often find a fully customized boat made for a specific fisherman at a major manufacturer. We feel like we’ve provided the best family fish boats in the industry for four decades, now we’re anxious to return to our roots.

“There aren’t many people who have been in the industry 40 years and have been able to come back to their roots like Dan has. We thought this would be a rewarding project and a reflection of where we started as a company.”

When developing the Professional Series, Atwood looked no further than his own halls for a hand-picked team of accomplished anglers with a deep well of knowledge and experience born of professional guiding and tournament competition. Complementing Pro-Line’s internal expertise, Walker said he anticipates the factory-direct relationship to generate insightful feedback from his Professional series buyers.

“If you want to really test a boat, put it in the hands of a professional fisherman,” Walker said. “They’ll fish in conditions that most people won’t fish in. There’s no such thing as a rainy day for this caliber of fisherman. They expect their equipment to perform well in any conditions and they can’t afford a lot of downtime doing repairs.”

Like all Pro-Line boats, the Pro 24 and Pro 18 boast superior construction and craftsmanship. With a 32-point inspection process, Pro-Line boats are built to exceed NMMA, U.S. Coast Guard and European CE standards.

Based in Crystal River, Fla., and owned by American Marine Holdings, Pro-Line Boats tops the industry in quality, dependability and customer satisfaction. A National Marine Manufacturers Association-Certified Boat

Builder, Pro-Line is a 6-time winner of NMMA's prestigious Customer Satisfaction Index for Excellence Award. With a 32-point inspection process, Pro-Line boats are built to exceed NMMA, U.S. Coast Guard and European CE standards. For information, visit [www.prolineboats.com](http://www.prolineboats.com).

# # #