

FOR IMMEDIATE RELEASE

**Bealls and Pro-Line Boats Launch Father's Day Promotion**  
Winner to Receive a Pro-Line 20 Sport Boat Package

BRADENTON and CRYSTAL RIVER, Fla. (May 29, 2007) – Bealls and Pro-Line Boats teamed up to award a new 2007 Pro-Line 20 Sport Boat in a special Father's Day promotion. Bealls will launch the sweepstakes in all Bealls stores throughout Florida for legal residents age 21 or older located in the United States at the time of entry. Full details are available at [www.prolineboats.com](http://www.prolineboats.com) or [www.beallsflorida.com](http://www.beallsflorida.com) or by visiting a local Bealls store.

Pro-Line and Bealls will award the winner with a boat package including an all-new 2007 20 Sport Center Console equipped with a Honda 135 Horse Power, 4-Stroke (25") engine, and a Loadmaster dual axle trailer with brakes. The total boat package is valued at \$28,817.

"We are very excited about this promotion and the opportunity to partner with Bealls," said John E. Walker, Pro-Line General Manager. "Both of our companies represent products of both quality and value and both are leaders in our industries."

Similarly, Conrad Szymanski, President of Bealls added the boat gives winners the opportunity to enjoy summer in true Florida style. "There is no better way to celebrate the Florida lifestyle than out on the water in the sun," he said. "Along with Pro-Line, we're happy to offer customers this great opportunity."

**About Bealls**

Beall's, Inc. is the parent company of Beall's Department Stores, Inc., Beall's Outlet Stores, Inc., and Burke's Outlet Stores, Inc. The corporation, through its subsidiaries, operates more than 560 retail store sites in states across the Sun Belt, from Florida to California with annual sales of more than one billion dollars.

Since its modest beginnings in 1915, Bealls, owned by the founding family and still maintaining its rich tradition, has grown to be a major employer in the state of Florida as well as a valued asset to all the communities it serves throughout the country.

The company's principal operating strategy is to grow the corporation through the use of its profits. A long history of strong ethical values and commitment to customers, employees and community has earned the company trust and respect in the marketplace.

## **About Pro-Line**

Pro-Line Boats, an innovative leader in the fishing and family boating marketplace, launched the largest lineup of new boats in its 39-year history. Along with several larger boat introductions, Pro-Line has completely updated its smaller boat product line with the introduction of the all new 20 and 23 Sport Center Consoles, the innovative 23 Express and the sleek all new 2007 23 XP Pilot House, a brand new product category for Pro-Line boats. Pro-Line is committed to providing the highest quality boats at the best price in the industry today.

A National Marine Manufacturers Association-Certified boat builder, Pro-Line has led the industry in design and production standards since 1968. With a 32-point inspection process, Pro-Line boats are built to exceed NMMA, U.S. Coast Guard and European CE standards. A 10-year transferable hull warranty comes standard on every Pro-Line boat. For complete information, visit <http://www.prolineboats.com/>.

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