

For Immediate Release

CRYSTAL RIVER, FLA. (July 23, 2007) – Introducing a new model year lineup is always exciting, but Pro-Line is particularly pleased with its 2008 offering because of the significant milestone we've reached – our 40th anniversary. Founded with a simple concept for better fish boats, Pro-Line's commitment has stood the test of time and yielded some of the industry's most impressive models.

"There are less than a handful of boat manufacturers that have been around for 40 years under the same management," notes Pro-Line General Manager Johnny Walker. "From our humble beginnings, we've achieved an international marketing base."

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"We build our boats today with the same confidence that we did 40 years ago. (Company founder) Dan Atwood walked the floors of this facility 40 years ago checking the quality of the product and he still does that today."

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Pro-Line offers a complete line of boats for all lifestyles. From hardcore tournament fishing to casual days of hosting young anglers; from tackling the big waters of the open ocean to cruising the Intracoastal Waterway, Pro-Line's masterful blend of comfort and performance fits every need.

Leading the additions to the 2008 lineup is our new 26 Express – an expansion of our popular 23 Express (introduced in 2007). Fitted with the same tempered glass windshield and optional hard top frame as the earlier model, the new 26 Express includes comfort features such as an integrated dive platform with ladder, drink holders, bow handrail and folding rear bench seat (optional aft-facing helm bench seat available). The spacious cabin features a freshwater sink, galley with butane stove, table with filler cushion, head (Porta-Potti) and choice of interior design. Comfort upgrades include air conditioning, AM/FM/CD stereo system and electronics packages.

Anglers will appreciate an array of fishing-friendly features including a lighted 20-gallon corner baitwell, rod holders, horizontal rod racks, hydraulic steering, tackle storage, twin 37-gallon fish boxes, and raw water washdown. Options include a Bimini or ITS hard top, remote spot light, spreader lights, outriggers, and windlass with rope and chain.

On the compact end of Pro-Line's popular Express series, the spry 20-foot Express makes exceptional versatility available to boaters with modest needs. Ideal for near-shore fishing and casual family outings, this value-laden vessel boasts all the strength, dependability and design elements inherent to Pro-Line's boat building expertise and attractively presents them in a boat that fits any budget.

Pro-Line also expands its functionally-diverse Pilot Series with the new 26 XP. Built on the same rock-solid hull as Pro-Line's 26 Express, the 26 XP provides a longer version of the 23-foot Pilot (introduced in 2007) with twin-engine power. Intrinsic to Pro-Line's XP performance is the solid 3-sided helm enclosure that shields boaters from wind, rain and

scorching heat. Ideal for those who make their living in rough waters, the 26 XP also serves families and casual anglers seeking a break from the weather.

Built with the same comfort and performance features as the 26 Express, Pro-Line's 26 XP delivers an endearing blend of comfort and performance. Built with spacious cockpits, non-skid decking, ergonomically designed helm stations and plenty of comfortable seating, Pro-Line Express and XP models allow boaters to enjoy the journey as much as the destination.

Providing a bit of nostalgia, Pro-Line's new 23-foot Dual Console embodies the sport utility spirit of the company's original 24-footer with a full complement of contemporary advancements. From its numerous seating configurations; to well-placed fishing features; loads of storage and a sleek, modern design; the 23 DC offers the ideal vessel for skiing, diving, sightseeing, camping, or relaxing play time on the water.

The most significant difference in today's Pro-Line Dual Console is the company's innovative Fiberglass Integrated Structural Technology. Also known as "FIST," this superior boat building process replaces all wood with high-density, closed-cell foam coring and yields a rock-solid hull with nothing to rot. All Pro-Line boats are built with FIST.

Pro-Line has also bolstered its bay boat line with a new 23-foot model that's equally adept at stalking redfish, trout and snook as it is at trolling for kingfish or pulling grouper off nearshore reefs. Providing customers more control over their rigging decisions, Pro-Line offers a basic model with plenty of customizable options and an XS version that's pre-fitted with loads of excellent angling attributes.

Both versions include an extended forward casting deck with room for a fighting chair, lockable rod storage that fits 7-foot rods, 38-gallon aft livewell, 98-gallon fish box, boarding ladder, vertical and gunwale rod holders, hydraulic steering and stainless steel grab rail. The 23 Bay XS adds serious fishing features such as a 2-bank battery charger, battery switch (for dual batteries), jack plate, recirculating baitwell timers, trim tabs, trolling motor wiring, and aluminum leaning post (with rod holders, storage and cooler).

"The number of new boats that we've brought into the marketplace in the past three years is unmatched by anyone in the industry," Walker said. "All of our effort is dedicated to giving our customers the absolute latest and greatest for their boating needs."

Consistent throughout Pro-Line's selection is a commitment to quality and dependability. Walker notes: "We offer the best built boats with the most technically innovative design and manufacturing processes. The best materials, the best systems and the best employees will provide boat buyers the best product for their money in the marine industry today."

Complementing its design and manufacturing expertise, Pro-Line invests great attention to aesthetic elements. Sculptured lines and attractive accents turn functionally superior boats into visually impressive vessels.

“We try to bring out at least one new color each year,” Walker said. “This year we retired the Fighting Lady Yellow – a color that had been popular for many years – and our new color is Shiraz. It’s a little darker than burgundy, and it’s a beautiful color.”

With each advancement, Walker said that Pro-Line is committed to honoring the tried-and-true principles that have lasted four decades. “We continue to be the leader in fish boat design and manufacturing today and it is our intent to do so tomorrow. That takes an understanding and willingness to listen to your customers and the great fortune of having the best employee base and the best dealer base in the industry. We clearly came into this for the long haul and we intend to stay here.”

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 recipient of NMMA’s prestigious Award for Excellence in Customer Satisfaction.

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.