

Boat manufacturer to produce two limited edition boats

For Immediate Release

CRYSTAL RIVER, Florida (Feb. 14, 2008) — Pro-Line Boats has announced a new licensing partnership with world-renowned artist and conservationist, Wyland (www.wyland.com). The partnership will include the introduction of two new Wyland-themed limited edition 2009 boat models, with special features and design elements for recreational boating and fishing.

“We see this new partnership with Wyland as the start of a new era in boating,” said Pro-Line President, Johnny Walker. “Wyland brings a sensibility that combines aesthetics and functionality, with an eye toward smarter environmental approach toward boating.” “I selected Pro-Line Boats as a licensing partner for its long-standing commitment to quality and customer satisfaction,” said Wyland. “Pro-Line has led the fishing and family boating marketplace for more than 40 years,” Wyland, added.

Recognized by the United Nations for his environmental outreach, the art of Wyland, including the artist’s giant series of marine life murals, is seen by nearly one billion people around the world. The artist has been featured in the Guinness Book of World Records for the World’s largest mural, hosted his own shows on the Animal Planet Network, and is an official artist for the United States Olympic Team for the 2008 Games.

It should be noted that this is the first time the United States Olympic Team has endorsed an artist so strongly committed to nature and conservation. Wyland’s official artwork, “Faster, Higher, Stronger,” depicts three bottlenose dolphins racing through the Florida Keys.

Upcoming products in the Pro-Line Wyland Limited edition series include a 32 Express with a Wyland inspired theme and design to include a custom cabin and other accoutrements. The boat is designed to accommodate all boating lifestyles and transitions into a dive boat, with room for approximately eight people. A 26 Super Sport will also highlight Wyland’s designs and is also planned for a 2009 release. Each boat will be available at all authorized Pro-Line Dealers and will be offered on as part of 2009 model year introductions.

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 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. Pro-Line Boats, along with its parent company American Marine Holdings, is deeply committed to marine environmental issues and continues to actively support organizations like the Coastal Conservation Association along with other organizations including Mote Marine in Sarasota, Florida. For information, visit www.prolineboats.com.



Dan Atwood, Pro-Line Founder, Wyland and Johnny Walker, Pro-Line President at the 2008 Miami Boat Show