

**PRO-LINE INTRODUCES “PRO-LITE”**

A new line of boats designed to meet the needs of today’s consumers

**For Immediate Release**

CRYSTAL RIVER, Florida (July 1, 2008) – Pro-Line Boats, an industry leader in superior quality and craftsmanship is proud to announce the launch of Pro-Lite Boats. Pro-Lite is a new affordable choice for fishing and family entertainment.

“Our commitment is to get families back on the water in these challenging economic times by providing a selection of boats that are light on cost and light on fuel” said John E. Walker, president of Pro-Line Boats. “Pro-Lites are built with the same quality we have delivered for more than 40 years,” Walker added.

The new product lineup includes the 22 Flats, 22 CC, 20 Flats, 20 CC, 18 Flats and 17 CC. All Pro-Lites are National Marine Manufacturers Association certified and carry a 10-year structural hull warranty. Flats boats start at \$15,995 and center consoles start at \$15,495.

All models can be viewed including photos and specifications at [www.ProLiteBoats.com](http://www.ProLiteBoats.com). For further information, call 1-800-344-1281.

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 7-time recipient of NMMA’s prestigious Customer Satisfaction Index for Excellence Award. With a 32-point inspection process, all Pro-Lite and 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 boat.

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