

## PRO-LINE BOATS RECEIVES 7th CONSECUTIVE NMMA CUSTOMER SERVICE AWARD

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#### **For Immediate Release**

HOMOSASSA, FL (July 22, 2008) – Pro-Line Boats, Inc., has been named a recipient of the 2007 Marine Industry Customer Satisfaction Index (CSI) award for excellence by the National Marine Manufacturers Association (NMMA) for the seventh consecutive year since the inception of the program.

The Marine Industry CSI Awards program honors participating companies actively measuring customer satisfaction to pursue continuous improvement. Award recipients achieved and maintained an independently-measured standard of excellence of 90 percent or higher in customer satisfaction over the past year, based on information provided by consumers purchasing a new boat or engine during the period between April 1, 2007 and March 31, 2008. Participating manufacturers must survey all new boat buyers during this period. For this reporting period, more than 66,000 consumer responses were collected.

“It is a pleasure to recognize the recipients of this year’s Marine Industry CSI Awards,” says NMMA president Thom Dammrich. “These companies have made a solid, long-term commitment to continuously improve quality and customer satisfaction—steps that are sure to pay dividends not only for award recipients, but for our entire industry.” “For over 40 years Pro-Line has led the marine industry in overall quality and customer service,” said Pro-Line President, John E. Walker. “This award is important because it provides independent feedback from boat owners.” Walker added, “Our goal is to continue to exceed owner’s expectations and overall satisfaction; we continue to work hard in all of our efforts to strive for the best boating experience for our customers.” 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 builds each boat with a 32-point inspection process. 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. For more information or to locate a Pro-Line dealership, visit [www.ProLineBoats.com](http://www.ProLineBoats.com). Pro-Line recently introduced, Pro-Lite Boats providing boating enthusiasts with more choices than ever before, visit [www.ProLiteBoats.com](http://www.ProLiteBoats.com) for more information.