

WEST MARINE AND PRO-LINE BOATS TO AWARD ALL NEW 2008 MODEL

Seattle based firefighter and father of three is the lucky recipient

For Immediate Release

WATSONVILLE, California and CRYSTAL RIVER, Florida (September 24, 2008) – West Marine and Pro-Line Boats are pleased to announce the winner of a new 2008 23-foot Pro-Line Dual Console boat valued at \$60,000. Brian Hyatt, Seattle-area resident, professional firefighter and father of two children submitted the winning entry in the sweepstakes.

"I still can't believe that I won! I entered the sweepstakes during a recent trip to West Marine and never did I expect to win a boat," says Hyatt. "It's by far the biggest thing I've ever won!" Hyatt's boat will be awarded on Wednesday, September 24, 2008 at the West Marine store at 188 Sunset Avenue, Edmonds, Washington.

Participants were able to enter the sweepstakes by completing an entry form at any of the more than 350 West Marine stores or online at www.westmarine.com between March 1 and May 31, 2008. The sweepstakes were open to legal residents of the 50 United States and District of Columbia. The grand prize winner was randomly drawn from eligible entries in June of this year.

"It has been a pleasure partnering with West Marine on the 2008 boat giveaway. West Marine and Pro-Line are both committed to providing quality and service to their customers," stated Johnny Walker, President of Pro-Line Boats.

"In the spirit of making boating more fun, we're pleased to recognize a valued customer as part of the Pro-Line/West Marine contest. We were thrilled that Brian Hyatt, a hard-working citizen, was the recipient of this amazing prize," stated Lynn Ferguson, SVP Marketing, West Marine.

About Pro-Line Boats

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 and 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. For more information or to locate a Pro-Line dealership, visit www.ProLineBoats.com. Pro-Line recently introduced, Pro-Lite Boats providing boating enthusiasts with more choices than ever before, visit www.ProLiteBoats.com for more information.

About West Marine

West Marine, the country's largest specialty retailer of boating supplies and accessories, has more than 350 stores in 38 states, Puerto Rico, Canada and Turkey. The Company's catalog and Internet channels offer customers approximately 80,000 products - far more than any competitor - and the convenience of exchanging catalog and Internet purchases at its retail stores. The Company's Port Supply division is one of the country's largest wholesale distributors of marine equipment serving boat manufacturers, marine services, commercial vessel operators and government agencies. For more information on West Marine's products and store locations, or to start shopping, visit westmarine.com or call 1-800-BOATING (1-800-262-8464).