

December 18, 2008

#09-26

TO: Sea Ray Dealers Worldwide

SUBJECT: **2008 Yacht Expo Results**

Many of you have inquired about the results of our 2008 Yacht Expo held at the Merritt Island complex the first weekend in December. While the results are still in flux, it is safe to summarize with one thought - The dealers **hit it out of the ballpark!**

The weather was spectacular for all three days, and over 180 buyers registered at the Sykes Creek Plant. The Expo kicked off with a truly "global affair" – an invitation-only Sea Ray press event attended by over 30 editors and publishers from the finest boating and lifestyle magazines around the world. The press event was spectacular, and every media person attending was thrilled with the boats and the hospitality of the Sea Ray representatives. This will guarantee us huge media coverage in hundreds of markets over the next year

By the close of business on Sunday afternoon, Sea Ray dealers had contracted 49 boats. The sales total is now floating in the mid-50's. That's over \$45 million in retail sales. Virtually every dealer in attendance contracted one or more Sport Yachts or Yachts, including:

B&E Marine	Nunmaker Yachts	Bassett Boat Company
Parker Boat Co.	Clarks Landing	Prince William Marina
Hall Marine Group	Sea Ray of Cincinnati	Irwin Marine
Sail and Ski	M&P Mercury	Skipper Marine
MarineMax	Skyline Marina	Newport

Now the obvious challenge is making the deals stick, and every dealer is now working overtime to do just that. While we anticipate some fallout, we were very encouraged by the number of rock-solid deals made at the event.

The 2008 Yacht Expo proved once again that the desire for our customers to be in a Sea Ray and on the water, with family and friends, transcends temporary hick-ups in the market places. There are still thousands of families out there with the financial wherewithal and desire to enjoy their lives to the fullest. And only in a Sea Ray, backed by a Sea Ray Master / Ambassador Dealer, can they reach that potential.

The logo for Sea Ray, featuring the brand name in a stylized, cursive script with a registered trademark symbol.

So folks, there is a pulse! Don't let the negative press weaken your resolve. Sea Ray has a fantastic new program, "The Gold Standard Sales Event" in effect right now! No other OEM will have the horsepower to maximize your opportunities to gain share, grow your customer base, and move some boats over the next 60 days! Be bold when others are weak, and take what you deserve as the world's #1 choice in pleasure boats – Sea Ray!

Our best wishes to each of you for a joyous holiday season, and let's defy gravity in 2009!

Sincerely,

A handwritten signature in black ink that reads "Mike Burke" followed by a horizontal line.

Mike Burke  
Vice President/Sales and Marketing

Attachment