

Cape Cod Grady-White Dealership Receives Awards

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Cataumet Boats Awarded 2010 Top Sales Recognition Worldwide by Grady-White Boats

GREENVILLE, NC: Cataumet Boats of Cataumet, MA, earned Grady-White Boats' top sales award worldwide, the Gold Anchor Sales Award, and was recognized with membership in the Grady-White Boats Admiral's Circle for the model year 2010. Peter Way and Steven Hamel received the awards at the Grady-White dealer conference held August 15-17 in New Bern, NC. Grady-White CEO Eddie Smith and President Kris Carroll made the presentation.

The Gold Anchor Sales Award signifies the leading sales producer among Grady-White's dealership network. Admiral's Circle 2010 membership is reserved for those dealerships that have achieved at least \$1 million in retail sales for the model year, plus customer satisfaction index scores of at least 9.25 on a 10-point scale as rated in customer surveys. Dealerships must also be Marine Industry Certified by the National Marine Manufacturers Association (NMMA), and sponsor a Grady-White owners' club. Cataumet Boats is a charter member of the Admiral's Circle and this is the 14th consecutive year that the dealership has been included.

"Cataumet Boats recognizes the importance of strong customer relationships and real long term value," said Joey Weller, Grady-White's vice president of sales and marketing. "It is no small accomplishment to have achieved these performance levels in a difficult economy. Cataumet's superior product knowledge, customer skills and service excellence, plus Grady-White's heritage of quality, reliability, safety, and performance, deliver the ultimate boating experience that is enjoyed uniquely by Grady-White customers."

Established in 1959, Grady-White manufactures 25 models of high quality center console, dual console, express and walkaround cuddy cabin sportfishing and coastal family boats, from 18 to 36 feet. Grady-White boats are built by craftsmanship through customer input and a longstanding and sincere focus on customer satisfaction.

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photo caption: Eddie Smith (r), CEO of Grady-White Boats, and Kris Carroll (l), president, present Peter Way and Steven Hamel with the 2010 Gold Anchor Sales, Admiral's Circle and Service Excellence awards.