

Cataumet, MA, Grady-White Dealership Receives Top Achievement Awards

FOR IMMEDIATE RELEASE: September 7, 2011

FOR FURTHER INFORMATION CONTACT: Gwen Edwards, gedwards@gradywhite.com,
Grady-White Boats, P. O. Box 1527, Greenville, NC 27835; TEL 252-752-2111

Cataumet Boats Awarded 2011 Top Customer Satisfaction Recognition Worldwide by Grady-White Boats

GREENVILLE, NC: Cataumet Boats of Cataumet, MA, earned Grady-White Boats' top customer satisfaction award worldwide, the Gold Anchor Customer Satisfaction Award, and is also being recognized with membership in the Grady-White Boats Admiral's Circle for the model year 2011.

The Gold Anchor Customer Satisfaction Award signifies the leader in customer satisfaction index scores among Grady-White's dealer network based on actual survey responses. Admiral's Circle 2011 membership is reserved for those top elite dealerships that have achieved over \$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. Cataumet Boats is a charter member of the Admiral's Circle and this is the fifteenth 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. "Cataumet's tradition of taking great care of their customers was again evident by their achievement of this very prestigious award. We are extremely proud of this dealership and their passion to deliver the highest levels of customer satisfaction year after year. The superior product knowledge, customer skills and service excellence of Cataumet Boats plus Grady-White's heritage of versatility, ease of use, comfort, safety and convenience, deliver the ultimate boating experience enjoyed uniquely by Grady-White customers."

Established in 1959, Grady-White manufactures a variety of versatile, 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 and designed through customer input and a longstanding and sincere focus on customer satisfaction.

###

photo caption: Grady-White Boats' Gold Anchor Customer Satisfaction Award for 2011 goes to Cataumet Boats.