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RANGER BOATS “FACTORY TEAM” PROMOTION UNDERWAY

Ranger buyers can receive up to \$2,000 in benefits with qualifying purchase

FLIPPIN, Ark. (December 17, 2008) – If you’ve ever dreamed of being part of The Fishing Team and would like to enjoy some of the perks that go along with it, the Ranger Boats “Factory Team” promotion brings great deals along with promotional support and special offers just in time for boat show season.

The “Factory Team” promotion gives buyers of qualified Ranger boats some of the perks that professional anglers enjoy by providing equipment and incentives valued at up to \$2,000 with each purchase. Whether buyers are anxious to start living the fishing lifestyle as a seasoned tournament angler or a Ranger loyalist, the “Factory Team” promotion gives boaters and anglers (fresh- and saltwater, alike) everything they need to make the most of boating, pleasure fishing and tournament fishing in 2009.

With the purchase of a qualifying Ranger boat from a participating Ranger dealer between December 15, 2008 and March 15, 2009, buyers can receive a combination of the following items:

- Deluxe Boat Cover (\$900 value)
- Entry Fee Voucher (up to \$750 on freshwater and \$1,200 value on saltwater)
- Rapala VIP Card (\$250 value)
- Ranger Owners Group Membership (\$100 value)

“The Ranger Team has been an exclusive group that for more than 40 years has been a leader in not only the production and design of top-of-the-line fishing boats but whose roots are in competitive fishing. We’d like to offer our loyal and avid-angling customer base the chance to be a part of this great group and enjoy the benefits of team membership the way we do here in Flippin,” said Ranger Boat Vice President of Sales, Keith Daffron. “To accomplish this, we’re offering the new ‘Factory Team’ promotion as a great way for people who fish on a serious level to receive items and benefits they would otherwise have to purchase.”

The Ranger Boats “Factory Team” promotion applies to new 2009 and non-current in-stock models. Purchasers of a Z-Comanche Series boat can receive:

- Deluxe boat cover
- \$750 Entry Fee Voucher
- \$250 Rapala VIP Card
- Ranger Owners Group Membership.

For VS, VX and Fisherman Series buyers, they will be eligible to receive:

- Deluxe Boat Cover
- \$500 Entry Fee Voucher
- \$250 Rapala VIP Card
- Ranger Owners Group Membership.

Saltwater Series boat buyers can receive:

- \$1,200 Entry Fee Voucher
- \$250 Rapala VIP Card
- Ranger Owners Group Membership.

Reata Series buyers will be eligible to receive:

- Deluxe Boat Cover
- \$250 Rapala VIP Card
- Ranger Owners Group Membership.

The Rapala VIP Card allows Ranger Owners VIP access to order \$250 (retail value) in Rapala merchandise at no charge. Additional deeply discounted Rapala merchandise can also be ordered throughout the promotion year using the same Internet site and VIP Card.

For more information on the “Factory Team” promotion, or to learn more about the Rapala VIP Card and Entry Fee Vouchers, see your local, authorized Ranger Boats dealer or go online to RangerBoats.com.

About Ranger Boats

Ranger Boats, headquartered in Flippin, Ark., is the nation's largest manufacturer of premium fiberglass fishing boats, including a series of bass, multi-species, fish 'n play and saltwater boats. Founded in 1968 by Forrest L. Wood, Ranger Boats continues its commitment to building the highest quality, strongest performing boats on the water.

About Genmar

Genmar, with approximately 3,500 employees and five manufacturing centers, is the builder of 14 premier brands of recreational boats which include Carver®, Champion®, Four Winns®, Glastron®, Hydra-Sports®, Larson®, Marquis®, Ranger®, Scarab®, Seaswirl®, Stratos®, Triumph®, Windsor Craft® and Wellcraft®. Genmar boats are sold worldwide through its approximately 1,100 dealers. Additionally, Genmar utilizes its proprietary VEC® Technology and the Roplene® process in both the manufacture of certain of its recreational boats and for third-party manufacturing.