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## **Meridian Yachts earns second consecutive national award for outstanding customer satisfaction**

### **FOR IMMEDIATE RELEASE**

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KNOXVILLE, Tenn. – August 3, 2009 – Meridian Yachts recently received a Marine Industry Customer Satisfaction Award for the 2009 model year from the National Marine Manufacturer's Association. This is the second consecutive year Meridian Yachts has received the honor, which is based on achieving and maintaining an independently-measured standard of excellence of 90 percent or higher in customer satisfaction over program year.

“We're very pleased with this validation of our customer-service efforts,” said Bob Reich, vice-president of customer and dealer support for Meridian Yachts. “This award is a reflection not only of our company's efforts, but also a great indication of the superior ownership experience provided by Meridian's industry-leading network of dealer and service representatives.”

Meridian Yachts was recognized in the *Inboard Motoryachts and Trawlers* sub-category. Out of the 105 boat and engine manufacturers that participated in the NMMA program, only four brands – including Meridian Yachts – were recognized with Customer Satisfaction Awards in bridge boat categories. Meridian's sister company, Sea Ray Boats, was one of the other three recipients in the category.

Meridian Yachts has experienced remarkable success in recent years. In 2008, Meridian became the best-selling bridge boat brand in the USA and received its first Marine Industry Customer Satisfaction Award. The brand continues to excel in 2009 with segment-leading sales and this second national customer satisfaction award.

“The success of Meridian Yachts has always been fueled by a fundamental understanding of what experienced boaters are looking for; whether in product design, boat features and performance, or the ongoing ownership experience,” said Rob Parmentier, executive vice president of Sea Ray Group with responsibility for the Meridian Yachts brand. “Meridian offers an unparalleled network of retail dealers who share our commitment to provide an outstanding comprehensive ownership experience. This honor is as much theirs as it is Meridian's.”

The award is based on information provided directly by the customers who purchased a new boat and engine during the period between April 1, 2008 and March 31, 2009. 2009 CSI award recipients will be formally acknowledged during the annual International Boat Builders' Exhibition and Conference (IBEX) taking place October 12 to 14 at the Miami Beach Convention Center in Miami Beach, Fla.

(more)

**About Meridian Yachts**

Headquartered in Knoxville, Tenn., Meridian Yachts is America's leading builder of bridge boats. Models are available in Sedan, Aft Cabin Motoryacht and Pilothouse configurations, ranging from 34 through 60 feet. The company is part of the Sea Ray Group operating unit within the Brunswick Boat Group.

**About Brunswick**

Headquartered in Lake Forest, Ill., Brunswick Corporation endeavors to instill "Genuine Ingenuity"(TM) in all its leading consumer brands, including Mercury and Mariner outboard engines; Mercury MerCruiser sterndrives and inboard engines; MotorGuide trolling motors; Attwood marine parts and accessories; Land 'N' Sea, Kellogg Marine, Diversified Marine and Benrock parts and accessories distributors; Arvor, Bayliner, Bermuda, Boston Whaler, Cabo Yachts, Crestliner, Cypress Cay, Harris, Hatteras, Kayot, Lowe, Lund, Maxum, Meridian, Ornvik, Princecraft, Quicksilver, Rayglass, Sea Ray, Sealine, Triton, Trophy, Uttern and Valiant boats; Life Fitness and Hammer Strength fitness equipment; Brunswick bowling centers, equipment and consumer products; Brunswick billiards tables and foosball tables. For more information, visit <http://www.brunswick.com>.