



## ***PRESS RELEASE***

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FOR IMMEDIATE RELEASE

### **“STRENGTH AND STAMINA” PROGRAM PAYS OFF WITH INCREASED PRODUCTION AND HIRING OF NEW EMPLOYEES.**

Nashville, Georgia – April 1, 2010...Encouraged by excellent results from early season boat shows worldwide, Chaparral Boats has increased its employee headcount during 2010 by more than 120 and increased production approximately 200 percent compared to the end of 2009 to meet the surging demand for its sport boats, tow boats and cruisers.

“Last year we launched a "Strength and Stamina...Now and For the Future" program that capitalized on Chaparral's financial strength and proven track record to support our worldwide dealer network," said Chaparral president Jim Lane. "During the last year, we faced one of the most difficult times in the history of the marine industry. Backing our dealers with cost-saving rebates, unprecedented factory support, premier customer service and award winning new product development has more than paid off. The results speak for themselves."

"Chaparral is on the move," continued Lane. "We decided early on that ensuring the health of our dealer network was vital and our commitment has certainly paid off. We have invested heavily in new product development because we feel that "NEW" sells. Including three exciting new models ready for release in 2011, Chaparral has introduced a total of 19 new models in the last four years."

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