



FOR IMMEDIATE RELEASE

Contact:

David Glenn

Pursuit Boats

3901 St. Lucie Boulevard

Ft. Pierce, Florida 34946

Voice: 772-465-6006

Fax: 772-465-7195

dglenn@pursuitboats.com

Pursuit Broadens Line with Introduction of Inshore Series

January 25, 2011, Ft. Pierce, Florida – Pursuit boats announced today the addition of three inshore fishing/cruising boats 18, 20 and 23 feet in length to its luxury line. Pursuit's inshore series was born through a desire to introduce affordable quality to the marketplace in a small boat package.

According to Pursuit President, Tom Slikkers, "Our goal is to take advantage of our production processes to build a product with the durability, dependability and quality synonymous with the Pursuit brand."

Complete specifications and pricing will be available through dealers nationwide following a formal announcement scheduled for the Miami International Boat Show, February 17, 2011. Detailed information will also be posted on pursuitboats.com. Factory Authorized Pursuit dealers will begin displaying the new models in showrooms early March 2011.

George Hetzel, Vice President Sales & Marketing, "Our goal is to get more people on the water enjoying the boating lifestyle and experiencing boating with confidence that is backed by Pursuit and the Pursuit dealer network."

Value and affordability will be delivered through simple complete boats with limited options including trailers. All models will be powered by dependable Yamaha engines selected specifically for each model.

Pursuit Boats is a division of Holland, Michigan-based S2 Yachts, Inc. For more than half a century, three-generations of this family-owned business has set an unsurpassed standard of quality in marine design and manufacturing. From their modern, recently expanded production facility in Ft. Pierce, Florida, the Slikkers family continues to build distinctive outboard powered fishing boats in Offshore, Center Console, Sport and Dual Console configurations, in models from twenty-three to thirty-seven feet. S2 Yachts also produces Tiara Yachts, whose inboard power models include Open, Sovran, and Convertible models ranging in size from thirty to fifty-eight feet are built in Holland, MI.

###