



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 Embarks on New Marketing Adventure with EXPLORE Magazine

October 18, 2010, Ft. Pierce, Florida – Pursuit boats reaches out to customers and prospects with lifestyle heavy magazine featuring on-board adventure stories of Pursuit product in action around the globe.

According to Pursuit President, Tom Slikkers, “Our goal is to connect with our customers through relevant media with real time information in a format that accurately represents the interest of our owners. Explore consumes less natural resources to produce and delivers the kind of experience unique to owning a Pursuit.”

The magazine is currently scheduled for production on a bi-annual basis. It will be delivered to existing owners and potential customers through digital channels as well as traditional printed versions available in factory authorized Pursuit showrooms worldwide.

George Hetzel, Vice President Sales & Marketing, “Our marketing and sales goals moving forward are dependent on a consistent brand message matching the luxury nature of our product and its’ every day use. EXPLORE is a true reflection and appreciation of the enjoyment our owners’ experience on the water.”

Future issues will continue to track the Pursuit product around the world as Pursuit owners share their adventure in unique locales. The concept will be expanded to include on-line contests and video featured on popular social media sites. Check out the premier issue of Explore at **pursuitboats.com/explore**.

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.

###