



BENETEAU

Beneteau USA, Inc.
1313 West Highway 76
Marion, SC 29571
Phone (843) 629-5300
Fax (843) 629-5309

PRESS RELEASE

Contact: Erika Gay
Phone: (843) 629-5300

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SUCCESSFUL SALES AT ANNAPOLIS BOAT SHOW & 2008 FOR AMERICAN SAIL BUILDER

MARION, SC, OCTOBER 16, 2008: Beneteau USA, with dealers throughout the Americas and a 250,000 square foot factory in Marion, SC is pleased to release two important pieces of positive news following the US Sailboat Show in Annapolis. In a proprietary search report compiled by Info-Link Technologies of Miami, the #1 brand for 2008 state registrations and Coast Guard documentation of new 30 foot plus sailing yachts in the US is Beneteau. This continuation of its preeminent market position was divulged to its dealers at the annual Beneteau meeting just prior to the show opening. Beneteau congratulated the network for substantially increasing their share of sales and improving their CSI customer service scores. To add to the dealer's delight and reinforce their success, Beneteau's Vice President of

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Sales, Mike Lecholop, awarded many large sales and service bonuses to their stocking dealer network. This good news was soon followed by over twenty new retail orders taken at the show from the largest choice of offerings on display; 11 models from 31 to 54 feet, including the premier American showing of the NEW Beneteau 34 and 54.

"It is so gratifying to see the hard work of all our team in Marion and our wonderful dealers culminate in continuing to dominate the world of sailing. This sailing on to success, realized in stormy times, proves that there is no better place to escape the economic tempest than out sailing a beautiful sailboat.....and preferably a Beneteau." claimed Wayne L. Burdick, President of Beneteau USA.

Beneteau USA Inc. is the sole American manufacturing facility of Groupe Beneteau, the publicly traded conglomerate that leads the sailing industry and is also one of the largest producers of power boats in Europe.

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