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Sail & Ski Center Earns Sea Ray's Top Sales and Service CSI Awards

FOR IMMEDIATE RELEASE

Knoxville, Tenn. -- (July 25, 2007) – Sail & Ski Center, a Sea Ray dealer with locations in Austin, San Antonio and Lakeway, Texas, has been presented with Sea Ray's Top Sales and Service CSI Awards for 2007. Each year, Sea Ray's CSI Awards Program recognizes those dealers that actively pursue continuous improvement by measuring customer satisfaction with their Sea Ray boat owners. Sail & Ski was formally acknowledged as the top dealer during the Sea Ray International Dealer Meeting in Knoxville, Tenn. on July 17, 2007.

With 10 points representing the maximum possible score, Sail & Ski earned the two awards by attaining the highest scores in the nation with a 9.89 sales CSI score and 9.93 in customer service CSI. These exceptionally high scores were the result of satisfaction survey responses by Sail & Ski's customers who purchased a new boat and engine during the period between April 2006 and March 2007.

"It's a real honor to be recognized for providing the best boating experience and for our dedication to customer satisfaction," said Rod Malone, President of Sail & Ski. "Customer satisfaction always has, and always will be, a top priority for my staff. It's great to see how their hard work has paid off and is appreciated by our customers. I'm very proud of our sales and service support teams."

"Recipients of Sea Ray's CSI Awards have worked hard to monitor and react to the ever-changing needs of their customers," said Rick Stone, president of Sea Ray Boats. "The dealers recognized are truly leading the industry in terms of meeting their customers' expectations and improving the overall boating experience."

Not only has Sail & Ski won both of Sea Ray's Top CSI awards, which is the first time for any dealership, they are also a nationally recognized dealer by other key industry observers across the United States. The dealership has been recognized as a Sea Ray Master Dealer for the past ten years and named one of only eleven Sea Ray Ambassador Dealers world-wide for the past three years. "This is Sea Ray's highest honor that recognizes our outstanding level of service and exceptional commitment to extraordinary customer care," said Buzz Watkins, general sales manager at Sail & Ski. "Sail & Ski takes pride in being Sea Ray's first multiple location dealer to receive the Ambassador Dealer Certification." In addition, Sail & Ski was ranked 12th in *Boating Industry Magazine's* second annual list of the Top 100 dealers in North America; cited by the magazine as "One of the most detailed of all the Top 100 Dealers."

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“The multiple awards earned are clear indicators of the first-class support provided by Sail & Ski – not just the quality of the Sea Ray boats they sell,” said Robert Reich, vice president of Customer and Dealer Support for Sea Ray. “Sail & Ski works very hard at delivering superior service to their customers along with providing critical product feedback to Sea Ray to ensure their customers receive the best possible boating experience. They truly deserve the numerous honors they continue to earn year after year.”

ABOUT SAIL & SKI

Founded in 1969, the Sail & Ski Center has developed into the “Standard of Excellence” in boat dealers. As an authorized dealership for Sea Ray boats, Nautiques by Correct Craft, Boston Whaler, Crest Pontoon boats, and Kawasaki Jet Skis, Sail & Ski’s boat brands are of the finest quality and best-selling in central and south Texas. The dealership’s pro shop features the top selection of the most recent water skis, Ronix wakeboards, Hyperlite Wakeboards, Liquid Force Wakeboards, tubes and summer clothing for all of its customers’ summer boating needs. For additional information, you can visit the Sail & Ski Center at any of its three Texas locations: Austin, San Antonio and Lakeway, or online at www.sailandski.com.

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