

Stabi-Craft Marine Limited

Adventure with Confidence

Media Release

(For immediate release)

October 2, 2008

New dealers join Stabi crew

Stabi-Craft Marine has got the Australian coastline covered, recently adding dealerships in Broome and Mackay into its expanding international family.

Although separated by the vast Australian outback, Reef Marine in Mackay, Queensland, and Moby Dick Marine in Broome, Western Australia, are both eagerly anticipating delivery of the distinctive, muscular boats built for real fisher folk.

David Morland, owner of Moby Dick Marine, predicts his 759 Super Cab GIII and 609 Frontier boats will turn the heads of local clients, many of whom fish the Kimberleys, the 1000km of pristine wilderness coastline north of Broome.

"It's totally uninhabited up there – there's just you, the bush, the beaches and the barramundi," he said.

"What you also get though, and that's where the Stabi-Craft comes in, are easterlies which bring in choppy seas. We know the Stabi-Craft boats do well in these unstable conditions."

The "no fancy frills" boats would certainly appeal to the region's "hard-core" fishermen.

"Although the beaches at the Kimberleys are beautiful, much of that coast is uncharted and littered with great big rocks. You get nine metre tides that throw a boat up on the beach. Stabi-Craft produce tough, strong and safe boats for conditions like these," Mr Morland said.

In tropical Mackay, Brett Griffin, one of Reef Marine's dealer principals, echoed his comments.

"Our clients fish around the Whitsunday group and other islands about 30 or 40 miles north of there or sail out to the (Great Barrier) reef which is 60 to 100 miles away, looking for fish like reef and coral trout, red throat lipper, red emperors and tuna," he said.

"It can get very choppy inside the reef and then you get ocean swell outside it. It's also very tidal close to shore with a 30ft rise and fall. Stabi-Craft has a good reputation for its comfortable ride and having plenty of room, which pleases both the serious fishermen and the fishing for fun families we sell to."

Stabi-Craft Australian sales manager Leon Johnston said the two new dealerships were ideally located to benefit the 14-strong network.

“It’s great for our Australian customers because a Stabi-Craft dealer is never far away,” he said.

“It also gives us more coverage and with that comes more brand awareness which ultimately helps the whole dealer network.”

Since pioneering positive buoyancy boats 21 years ago, Stabi-Craft Marine has revolutionized the trailer boat industry with advances in flotation that have prompted Coast Guards around the world to introduce safe boating standards.

Today Stabi-Craft boats are popular as recreational and work vessels in waters world wide – relocating man-eating crocodiles in Australia, supporting United Nations relief programmes, patrolling fisheries, and surf and marine rescue throughout the pacific.

Ends

For further information, contact:

Leeon Johnston

Stabi-Craft Marine

Phone: (03) 2111828