

# Stabi-Craft Marine Limited

**Adventure with Confidence**

Media Release  
(For immediate release)  
September 24, 2008

## **Marty on board in the US**

With over 25 years experience in the marine industry, it's fair to say Marty Smith knows a good boat when he sees one – that's why he's joined the Stabi-Craft Marine team.

Recently appointed Stabi-Craft's first fulltime United States employee, Mr Smith has been tasked with developing the company's dealer network in North America and Canada as demand for the Invercargill-manufactured boats continues to exceed expectations.

"It's both challenging and exciting," Mr Smith said. "It's nice to start from ground zero in a relatively new market and, while there's a lot of work ahead, it will pay off."

Along with supporting Stabi-Craft's current dealerships in Canada and North America (including Alaska), Marty will represent the company at boat shows, organise events and help establish new dealers.

He believes Stabi-Craft, with its unrivalled safety and stability, would prove a hit in the US market.

"More and more Americans are recognising that the water is a dangerous place and safety should be their number one concern," he said.

"There's obviously a place for Stabi-Craft and that safety factor is what's going to set them ahead of the rest.

"It will be a challenge to build brand recognition but once that happens there will be a bigger market for Stabi-Craft throughout the United States."

Stabi-Craft managing director Paul Adams said he was impressed with Mr Smith's extensive experience in the marine industry.

"He's got fantastic knowledge of boat construction and understands the Positive Buoyancy principles which make us a world leader in boat manufacture," he said.

"In the US market, Stabi-Craft is still regarded as a relatively unique-looking boat and Marty's got a real appreciation for the benefits of our design and construction techniques."

Based in Bellingham, Washington, Mr Smith enjoys venturing into the wilderness to cast a line and soak up the tranquillity – he even makes his own lures.

"It's just being out in the middle of nowhere, you've got something you made on the end of the line and it's a great feeling with you hook into a fish," he said.

Swapping the serenity of river fishing, Marty is an avid sports enthusiast and loyal devotee of the Seattle Mariners baseball team, attending every home game. He even picks up the bat himself regularly to compete in both baseball and softball.

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