



For Immediate Release

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Meloon Family Announces MasterCraft of Orlando Grand Opening Party Nov. 7-8

ORLANDO, FL (November 3, 2008) – To commemorate the launch of a new dynamic boating evolution, MasterCraft of Orlando is celebrating with an exciting Grand Opening Party and Sales Event on Nov. 7-8 at the dealership's location at 7576 South Orange Ave., formerly Southeast Correct Craft.

The newly opened MasterCraft of Orlando is launching their dealership with a customer-themed celebration to signal a new era in Central Florida wakeboarding. Boaters from Orange, Seminole, Osceola, Lake and Volusia counties are invited to a festive Grand Opening Party Friday, Nov. 7 from 4 p.m. to 8 p.m. and Saturday, Nov. 8 from 10 a.m. to 4 p.m. They'll enjoy food, drinks, entertainment, prizes and more as they climb aboard a wide selection of MasterCraft wakeboarding boats and Sea-Doo personal watercraft, offered at exclusive Grand Opening prices.

MasterCraft and the Walter N. Meloon family recently joined forces and announced in October that they would be opening this new dealership for Central Florida. MasterCraft of Orlando will offer a full-service sales and repair facility that will include the entire MasterCraft product line, plus the latest, most advanced Sea-Doo personal watercraft.

"We're very excited about our partnership with MasterCraft and we couldn't think of a better way to celebrate than have a party and invite Central Florida boaters and watersports enthusiasts as our very special guests," said Gary Meloon, MasterCraft of Orlando vice president. "We want wakeboarders and waterskiers in our five-county area to experience a new evolution in wakeboarding and to check out our new powerhouse dealership—MasterCraft of Orlando."

Waterskiing World Champion and International Water Ski Hall of Famer Sammy Duvall will make an appearance on Saturday. He'll be joined by Team MasterCraft athletes Wade Cox, Will Christien, Andrew Adkison, Corey Bradley, Geno Yachler, Ty Udell, Travis Moye, Josh Palma and Derek Grasman. Several of the athletes will be a part of a thrilling tramp board exhibition on Saturday. They'll also be on hand to take boaters who stop by on demonstration rides in their favorite new MasterCraft models.

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Guests will enjoy finger foods, BBQ, cold drinks, entertainment and the chance to win thousands of dollars in door prizes, including two wakeboards, a wakeboard tower mirror, a board rack, WetSounds TalkBack System, SeaDoo Towables, MasterCraft Jackets, Ogio Backpacks, T-shirts, calendars, jerseys and hats. The Red Bull Wiing Girls will be stopping by Saturday to join the celebration as WetSounds provides the non-stop event soundtrack.

This family friendly event encourages all watersports enthusiasts to bring the kids and will feature a bounce house and face painting. A special raffle held on Friday and Saturday will benefit the House of Hope Orlando charity, a non-profit, a non-denominational, non-profit organization dedicated to helping troubled teens between the ages of 13-17. The two raffle winners will each receive a private, videotaped wakeboarding session with a pro provided by O'Town Watersports, a word-class wakeboard school and camp in Orlando.

Local MasterCraft pros will be on site to answer questions about the MasterCraft models on display, including the following models:

- **X-1 and X-2** – Both models tap into the word-class blood line of the X-Star, offering top-end speed for slalom skiing and thick wakes for wakeboarding.
- **X-Star** – Six-time Rider's Choice award-winner is the ultimate wake machine.
- **X-14V**- The only boat ever certified for all five USA Water Ski events.
- **X-15** – With a unique style, this boat makes smooth transitions from flats to the tip of the wake.
- **X-35** – Multi-talented, this boat is packed with style and comfort features.
- **X-45** – Ski, cruise, wakesurf, swim, wakeskate, float, tube, wakeboard, party-this boat will please all your family's desires.
- **CSX 220** –This high-performance center-console boat can do it all, from cruising, wakeboarding, skiing to fishing.
- **Pro Star 197**- This boat is certified for all three USA Water Ski events.

MasterCraft of Orlando Grand Opening Party/Event Hours-At A Glance

The MasterCraft of Orlando Grand Opening runs November 7 – 8 and is located at 7576 South Orange Avenue, Orlando, FL. Event hours are: Friday, Nov. 7 from 4 p.m. – 8 p.m.; Saturday, Nov. 8 from 10 a.m. – 4 p.m. Admission is free and open to the public. For more information, go to mastercraftforlando.com or call 407-851-1955.

About MasterCraft

MasterCraft strives to deliver consumers the ultimate water sports experience by designing and building the world's highest quality, best-performing sports luxury boats in every significant inboard niche. Tours of MasterCraft's world headquarters in Vonore, Tennessee, are available Monday-Thursday from 2 p.m. to 4 p.m. For more information, model specifications, high- and low-res digital images, please contact Jason Boertje at 423-884-7731 or email jason.boertje@mastercraft.com

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