



## Press Coverage Highlights



### **Soundings Trade Only**

May 2010

Front Page/Features

*Startup sees logic in contrarian timing*

A feature front-page article highlights Hornet Marine as an innovative new boat builder, centered on a business model that plans to change the marine industry. Hornet Marine President David Hartmann discusses the brand's ties to Hornet 17 original hull designers Jim Wynne and Walt Walters, as well as our commitment to providing outstanding dealer support.



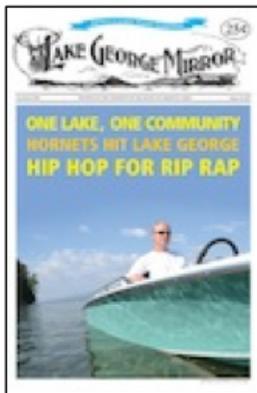
### **Boating Industry**

March 2011

Industry Relations Focus

*The New Rules of "Dating" - The New Dealer/Builder Dating Game*

Hornet Marine Factory Sales Manager Jason Bolas is interviewed in a special industry relations focus article on the ways top boat builders attract leading dealers in today's economy. Mr. Bolas discusses Hornet Marine's focus on building a strong dealer network by offering unique benefits that set the brand apart. "We eliminate the need for dealers to stock multiple boats of the same model in their showrooms, requiring no minimum inventories."



### **Lake George Mirror**

August 12, 2011

*One of Nation's First Hornets is Now Making Waves on Lake George*

A custom-built Hornet 17 purchased from Yankee Boating Center in Lake George, NY is featured on the front page of the local newspaper. The article highlights Hornet Marine's customization process, after a husband and wife worked with Yankee Boating Center to design their one-of-a-kind seafoam color Hornet 17 before its delivery to Lake George this summer.



### **Boating Industry**

September 2011

*Q&A with Hornet Marine President David Hartmann*

A two-page interview with President David Hartmann focuses on what sets Hornet Marine apart as a "one-of-a-kind company specializing in one-of-a-kind boats." Hartmann points out the unique benefits Hornet Marine provides its dealers, including post purchase rebates, fast turn around times and a focus on the total customer experience.



## **Additional PR Highlights**

### **An industry leader**

The media has taken notice of Hornet Marine as a leading company in the marine industry. Hornet Marine has appeared in trade publications as a source of authority on various aspects, from manufacturing processes to creating an industry-changing business model. Interviews with Hornet Marine team members also highlight our success in forming strong dealer relationships, marketing to a luxury-minded consumer, and building a company led by innovation.

### **An iconic product**

The Hornet 17 combines stylish design with amazing performance for a truly unforgettable experience. This has made the boat a media favorite for stories and photoshoots. The Hornet 17 has been profiled in articles about its impressive features, and has lent its aesthetic appeal to the cover of publications. Hornet Marine also provides showroom boats for a variety of outside marketing ventures, including on-water/in-studio video and photography projects.

## **2011 Regional Press Highlights**

Hornet Marine successfully secures media coverage around the country in support of our regional dealers.

Hornet Marine has been featured in the following local media publications:

*The Weirs Times* (NH)

*Journal Inquirer* (CT)

*Bristol Observer* (CT)

*Hartford Business Journal* (CT)

*The Florida Mariner* (FL)

*Hartford Courant* (CT)

*Lake George Mirror* (NY)

*Boating Industry E-News* (Industry Publication) over 10 times

*Soundings Trade Only E-News* (Industry Publication) over 10 times