



BENETEAU

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PRESS RELEASE

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BENETEAU USA CELEBRATES WITH AN OPEN HOUSE AND FAMILY FUN DAY FOR ALL EMPLOYEES



MARION, SC, MAY 24, 2010: Beneteau USA, the American division of the world's largest sailboat builder, marked recent production success and improving sales by holding a

Family Fun Day on May 22nd. Beneteau USA employees and their family members celebrated with food, games, rides, prizes and tours of the new plant organization.

"It has been several years since we hosted an event like this," said Jennifer Reinman, Beneteau USA's Human Resources Director. "And as we are on an upward trend we decided it was important that we illustrate our commitment to our employees-first-culture. Over 400 attended, and a very good time was had by all."

"We have gotten through some challenging times and we would not have been able to succeed without our incredible team's hard work. Their efforts continue to amaze us, such as with the complete transformation of this 25 year old factory into a modern, world class- continuous flow - single line- lean manufacturing facility. The Marion plant is now the only American sailboat plant able to build anything from 30 footers up to 50 footers, all in the same quick-flow process," claimed Wayne L. Burdick, President of Beneteau USA.

Tours were given to family members to reveal the new factory layout. "Since arriving in Marion over 25 years ago, we have strived for excellence. That has also meant acknowledging our employees talents and loyalty. In doing that, they have continued to lead Beneteau USA as the largest producer of sailing yachts on this continent," stated Gerard Martineau, Vice President of Manufacturing. "We appreciate all of their efforts and wanted to be sure that their families see our appreciation and pride in what they have accomplished at their new plant."

Beneteau USA, the American division of the world's largest sailboat manufacturer, builds hundreds of 31-50 foot production sailboats in Marion, SC and imports sailing and power yachts up to 58 feet in length from its parent company in France.

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