



DELIVERING THE BOATING DREAM

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**MARINEMAX IN CHATTANOOGA CHOSEN TO REPRESENT AZIMUT YACHTS**

**CHATTANOOGA, Tenn. – February 17, 2010** – MarineMax of the Tennessee River has been selected by renowned Italian boat builder Azimut Yachts to bring its prestigious line of continental cruisers to the Chattanooga / Tennessee River area.

“I couldn’t be more excited about this announcement,” said Pam Alford, general manager of MarineMax of the Tennessee River. “We are delighted to now represent the fabulous Azimut Yacht products, which will nicely compliment our Meridian offerings.”

MarineMax and Azimut looked at Chattanooga and its 21<sup>st</sup> century waterfront as a natural site for expansion of the brand. MarineMax of the Tennessee River is committed to providing first-class sales and service for the Italian yacht line, starting with the first Azimut model delivered, the 43 Flybridge. This store location has also been successful in bringing Brunswick Corporation’s Meridian Yachts to the region, and that product has been very popular with area boaters.

MarineMax of the Tennessee River also manages the Chattanooga Waterfront, which has become a key destination for regional boaters. The new store will give the Azimut major entrance to inland waterways that are navigable all the way to the Atlantic coast.

Founded in 1969 by entrepreneur Paolo Vitelli, Azimut has a long-standing reputation as one of the finest of the Italian yacht manufacturers. The exclusive vessels are built at either the Viareggio or Avigliana Shipyards in Italy and evaluated at the Savora Testing and Delivery Center, also in that country.

**About MarineMax**

Headquartered in Clearwater, Florida, MarineMax is the nation’s largest recreational boat and yacht retailer. Focused on premium brands, such as Sea Ray, Boston Whaler, Meridian, Cabo, Hatteras, Azimut Yachts and Grady White, MarineMax sells new and used recreational boats and related marine products and provides yacht brokerage services. MarineMax currently has 55 retail locations and operates within Alabama, Arizona, California, Colorado, Connecticut, Florida, Georgia, Maryland, Minnesota, Missouri, New Jersey, New York, North Carolina, Ohio, Oklahoma, Rhode Island, Tennessee and Texas. MarineMax is a New York Stock Exchange-listed company.

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