

M & P Mercury

S A L E S L T D

Western Canada's #1 Boat Dealer - Est. 1957

VANCOUVER • BURNABY • NANAIMO

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FOR IMMEDIATE RELEASE

M&P makes prestigious Chris-Craft Boats available to BC Boaters

Vancouver, BC (July 4, 2017) – M&P Mercury is proud to announce the welcome addition of the iconic Chris-Craft boat brand to their extensive line-up of fiberglass power boats available in BC. This new alignment provides discerning Vancouver boaters with the iconic styling, incomparable luxury and quality that place Chris-Craft above their competition, all backed by M&P's 60 years of experience and award-winning service.

The team at M&P is enthusiastic about this exclusive addition to their line-up of premium boats. "The addition of Chris-Craft boats marks a new chapter for M&P," said M&P Mercury President Bob Pappajohn. "We are very pleased to offer this fantastic line of exquisitely crafted, unique sport boats and believe the uncommon beauty and stand-out style of these impeccable models will be well-received by boating aficionados looking for a unique luxury experience on the water."

Chris-Craft VP of Sales Gavan Hunt said, "Chris-Craft is poised for continued growth in today's ultra-premium focused sport boat market. Our team has been working diligently on new product development, a supercharged marketing plan, and increased production capability - all key drivers of our continued growth. We are extremely proud to have the opportunity to work with M&P Mercury in Vancouver and all of BC as we build on the solid foundation of the Chris-Craft brand."

M&P's Burnaby and Nanaimo locations will carry models 25' and under, while models of 25' to 42' and above will be available from M&P Yacht Centre located in Coal Harbour, Vancouver.

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About M & P Mercury: Established in 1957, M&P Mercury is Vancouver's Premier Powerboat Dealer with three locations in total, including Burnaby, Vancouver and Nanaimo. M&P is the West Coast dealer for 11 world-renowned boat lines: Bayliner, Boston Whaler, Chris Craft, Fish Rite, Hatteras, Heyday, MasterCraft, Meridian, RH Boats, Sea Ray and Striper. M&P is the

marine industry's only Five Star Certified marine dealer on the West Coast of Canada and the #1 ranked boat dealer in Western Canada by Boating Industry's Top 100. With a sixty year heritage, M&P strives to make the boating lifestyle the most rewarding, fulfilling and memorable experience possible. For more information, visit www.mpm Mercury.com.

About Chris-Craft: Chris-Craft, America's Boat Builder Since 1874, leads the industry in craftsmanship and quality which represents the company's enduring devotion to its proud past. A privately held company, Chris-Craft is headquartered in Sarasota, Florida and builds the following models for the 2017 Collection: The Capri, Carina, Corsair, Launch, Calypso, Catalina and Commander; which range in length from 21 to 42 feet. For more information, visit: www.chriscraft.com.