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(High-res images available upon request)

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51st Annual Fort Lauderdale International Boat Show[®] Offers Boats for Every Budget *Largest Boat Show in the World Tenders Something For Everyone*

FORT LAUDERDALE, Fla. (August 11, 2010) – The 51st annual Fort Lauderdale International Boat Show[®] is the largest in-water boat show in the world, taking place from October 28 through November 1, 2010. At the show, attendees have the opportunity to get up-close and personal with over \$3 billion worth of boats, yachts, super yachts, electronics, engines and thousands of boating accessories from every major marine manufacturer and boat builder across the globe. At the Fort Lauderdale International Boat Show[®], there truly is a boat for every budget.

From center consoles to catamarans and personal watercrafts to kayaks, canoes and inflatables, potential boat buyers have the opportunity to peruse hundreds of boating options. The Boat Show also will feature electronics, satellites, engines and thousands of marine products such as fishing equipment, dive gear, financing and insurance options, yachting accessories, nautical clothing, jewelry and more. Whether one is an experienced boater or simply considering entering the wonderful world of boating, the Fort Lauderdale International Boat Show offers the perfect place to learn about what's new in this diverse and exciting industry.

While super yachts typically grab the media limelight, most of the show consists of smaller, more affordable options. Here's an early glimpse of the wide array of boats expected at this year's show:

Boats Under 40', Personal Watercraft, Canoes and Kayaks

The Greater Fort Lauderdale/Broward County Convention Center is one of the five show locations and the place to see numerous boats under 40', along with engines and boating accessories from many major marine manufacturers and boat builders. Also at the Convention Center, attendees can take part in activities including the IGFA School of Fishing seminars and youth fishing clinics presented by Hook The Future, a non-profit organization.

In the boats under 40' category, attendees can expect to see the latest models from a long list of builders including Hell's Bay Boatworks, Brooks Boatworks, Hydra-Sports, See Vee, Everglades, Grady White, Edgewater, Dusky, Tracker, 7 Seas, Power Cat, Bahama Boatworks, Deep Impact Powerboats, Yamaha, Bluewater, Yellowfin, Proline, Monterey,

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Lagoon America, Cruiser Cat, Cobalt and Young Boats. The personal watercraft category will bring top manufacturers including Bombardier, See Doo and Kawasaki.

In addition to the Convention Center, the show's other four locations -- Bahia Mar Yachting Center, Hall of Fame Marina, Las Olas Municipal Marina and Hilton Fort Lauderdale Marina -- are linked for quick and easy access via a vast transportation network of bus shuttles, water taxis and riverboats offering a first-hand view of South Florida's beautiful waterways.

The World's Largest Boat Show

The City of Fort Lauderdale lives up to its nickname as "Yachting Capital of the World" as host to the more than 3 million square feet of space, both on land and in water that the Boat Show will encompass. The show spans five sites this year with exhibits ranging from yacht builders and designers to exotic cars and brokerage yachts, all connected by the show's transportation network.

The Fort Lauderdale International Boat Show® is owned and sponsored by the Marine Industries Association of South Florida and managed and produced by Show Management. The 2010 Fort Lauderdale International Boat Show® is presented by Intellian Technologies and co-sponsored by Yachts International, XM WX Weather Worx, Atlass Insurance Group, Budweiser, Seakeeper, The South Florida Sun Sentinel, The Guy Harvey Ocean Foundation, Hook the Future, Aqualuma, Native Energy, the International Game Fish Association (IGFA), Imtra Marine, Alexseal and Chartis. For more information, call (954) 764-7642 or (800) 940-7642, or visit ShowManagement.com.

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To purchase tickets to the 2010 Fort Lauderdale International Boat Show®, please visit ShowManagement.com. Vendors interested in exhibiting at the Boat Show can call (954) 764-7642 or (800) 940-7642, or visit ShowManagement.com, for more information.

To make travel arrangements, please contact the Boat Show's official travel partner, Identity Travel, at (866) 877-3083, or visit IdentityTravel.com.

2010 Fort Lauderdale International Boat Show® Schedule and Ticket Info:

Show Hours

- Thursday, Oct. 28 (*Prime Time Preview*) 10 a.m. – 7 p.m.
- Friday, Oct. 29 10 a.m. – 7 p.m.
- Saturday, Oct. 30 10 a.m. – 7 p.m.
- Sunday, Oct. 31 10 a.m. – 7 p.m.
- Monday, Nov. 1 10 a.m. – 5 p.m.

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Admission

- *Prime Time Preview* (Thursday, Oct. 28) \$30 online, \$32.00 at show site
- General Admission (Adults) \$16.00 online, \$18.00 at show site
- Children (Ages 6-15) \$3.00 online, \$5.00 at show site
- Children (Under age 6) *FREE*
- Two-Day Ticket \$32.00 online, \$34.00 at show site

Onsite Box Office Locations

- Bahia Mar Yachting Center
- Las Olas Marina
- Broward County Convention Center

Additional Box Office Location

- Las Olas Riverfront

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