

ULTIMATE SAILBOATS

PRESS RELEASE

Ultimate Sailboats ramps up its production of high-performance sport boats

Racine Wisconsin, August 11, 2005 – Ultimate Sailboats, Inc. (USI) today announced that it has reorganized its manufacturing approach to producing its series of Ultimate Sailboats, including the Ultimate 20 (U20). The announcement was made at the Annual Meeting of the Ultimate 20 Class Association, prior to its North American Championships over the following weekend.

According to Jeff Canepa, Interim Manager, USI has reconsidered their in-house production facility, in favor of a one licensed builder. The Ultimate 20 will be the first boat to go into production. Canepa says that USI intends to have U20s ready for delivery in the fall of 2005. "Maintaining a production facility expressly for this small production has become financially unfeasible," says Canepa. Producing the boats through a third-party builder not only helps solve the financial challenges, but perhaps more importantly, allows USI to focus on marketing, sales, and support. "It is imperative that we work closely with the Class Association and U20 owners in promoting the U20," says Canepa. "If we can get people out sailing on U20s, the boat practically sells itself."

The U20 Class Association has been extremely active since the U20s were first produced. "We believe that the USI reorganization and their new approach to manufacturing can rapidly meet the pent-up demand for U20s while maintaining the high-quality production standards that have been established," according to Don Corey, President of the Ultimate20 Class Association. "A close relationship between the builder and the class association is always important to the success both of the boat and of the class. Making the formal announcement at our North American Championships demonstrates a commitment to the class," says Corey.

The Ultimate 20 is a 20' 10" high-performance keelboat. Its high-aspect-ratio keel is fully retractable so it can be trailer like a centerboarder. It carries 306 square feet of fully battened mainsail and roller furling jib, and flies a 452 square foot asymmetrical spinnaker. The U20 has been in production since 1995, with nearly 200 boats having been manufactured and sold. The Class Association primarily focuses on managing one-design races on a regional and North American Basis. U20s have starts in most of the NOOD regattas, including St Petersburg, San Diego, Detroit, and Toronto, as well as at the Lake Huron Yachting Championships, Lake Norman Keelboat Regattas, Chicago Verve Cup, and many others. Last years North American Championships attracted 24 U20s. A similar number is expected this week in Racine Wisconsin.

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