FOR IMMEDIATE RELEASE

MARINEMAX ADDS PROP FINDER TO ITS BOATING GEAR CENTER WEBSITE

CLEARWATER, Fla. – MAY 17, 2012 – MarineMax, the nation’s largest recreational boat and yacht retailer, has announced the launch of a new, interactive tool on its boat parts and accessories website: www.BoatingGearCenter.com. The Prop Finder allows users to locate the exact propeller they need for their boat with ease and confidence. It joins the Engine Parts Search and Boat Cover Selector Tool, two other tools that streamline the product identification and purchase process.

“Just like our current Engine Parts Search and Boat Cover Selector Tool, our new Prop Finder adds functionality and consumer value to BoatingGearCenter.com,” said Josh Bigio, eBusiness Manager for MarineMax. “Our goal has always been to give customers the best levels of service and enable us to present our premium range of products in the best light. These tools help us achieve that goal.”

The Prop Finder assists users in locating the ideal propeller for any engine make and model based on the vessel, the owner’s usage of the vessel, and his or her preferred performance. It takes just a few simple steps in which the customer:

1. Chooses the type of boat that corresponds most closely with their boat type (cruiser, fishing boat, performance boat, etc.).
2. Selects a performance goal they deem as crucial to finding the right prop (acceleration, handling, fuel economy, etc.).
3. Fills out their engine information (manufacturer, type, year, etc.).
4. Determines their best pitch based on performance, boat weight or length.

The Prop Finder provides a set of recommended prop families, along with a description of each, and then further narrows this down to a list of specific prop suggestions, complete with features and part numbers. Users can print out the results, buy online and can also call 1-888-268-2402 for live assistance.

Similarly, the Engine Parts Search and Boat Cover Selector Tool allow users to identify the exact part or cover they need for their boat using a quick-search function with easy-to-use, drop-down menus. “In this way, customers can have confidence that they are getting just the right part for their boat, which they can then purchase directly from BoatingGearCenter.com,” said Bigio.


For additional information about choosing the right propeller, refer to the most recent Boating Gear Center blog at www.BoatingGearCenter.com/blog.

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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, Mako, Meridian, Cabo, Bayliner, Hatteras, Azimut, Malibu, Nautique, Grady-White and Dufour, MarineMax sells new and used recreational boats and related marine products, and provides yacht brokerage services. MarineMax currently has 54 retail locations and operates within Alabama, Arizona, California, Colorado, Connecticut, Florida, Georgia, Kansas, 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, symbol (HZO).

www.marinemax.com

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