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FOR IMMEDIATE RELEASE

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Unified Dues Schedule Strengthens NMMA Membership

NMMA Canada members gain cost savings, increased member benefits

BOLTON, August 22, 2008 - - NMMA Canada's Board of Directors has voted to adopt both the membership dues schedule and membership year of the National Marine Manufacturers Association (NMMA). NMMA Canada is the Canadian division of NMMA and, earlier this year, merged with the Canadian Marine Manufacturers Association (CMMA) to bring all Canadian resources—membership, government relations and boat shows—under one association of Canadian marine manufacturers to better promote, strengthen and grow recreational boating in Canada.

Implementation of the new dues year will be phased in with NMMA Canada members following a shortened (8-month) dues period starting October 1, 2008, followed by a full, 12-month period in June 2009. This phase-in will bring Canadian members on par with the membership year of their U.S. colleagues.

“By creating a unified North American dues schedule, NMMA Canada members will not only see a cost savings in their membership dues, but gain access to member benefits not available under the previous structure” notes NMMA Canada's vice president of Government Relations, Sara Anghel. “These benefits include an increased focus on government relations in Ottawa, free access to the NMMA Member Roster and

Trade List services, free or discounted statistics including the Boating Abstract and ICOMIA's industry statistics report, and access to member specific industry e-newsletters, such as Currents, Boating News Net and Washington Wave.”

In addition, NMMA Canada members will now begin collecting member points, which are used during the booth space allocation process for the Miami International Boat show, as well as NMMA trade events—Marine Aftermarket Accessory Trade Show (MAATS) and International Boatbuilders' Exhibition & Conference (IBEX).

“NMMA is pleased to align our association in an effort to utilize existing resources and provide an even stronger voice from the North American recreational boating industry” says NMMA president Thom Dammrich.

For more information on how these changes affect your organization, or on becoming a member of NMMA Canada, contact Member Services director Robyn Connolly (905) 951-4047; rconnolly@nmma.org.

About NMMA: National Marine Manufacturers Association (NMMA) is the leading association representing the recreational boating industry. NMMA member companies produce more than 80 percent of the boats, engines, trailers, accessories and gear used by boaters in the United States. The association is dedicated to industry growth through programs in public policy, market research and data, product quality assurance and marketing communications.

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