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CONTACT:

Keith Daffron

Advanced Marine Performance, LLC

501-276-1474 (cell)

1-833-MYVEXUS (833-698-3987)

keith.daffron@vexusboats.com

www.vexusboats.com

www.facebook.com/vexusboats



ADVANCED MARINE PERFORMANCE™

Boatbuilding Legacy Continues with Launch of New Brand – VEXUS™

Legendary Roots Run Deep in New Fishing Boat Brand

FLIPPIN, AR (December 1, 2017) On December 1st, some fifty years after legendary boatbuilder, Forrest L. Wood pulled his first hull from the mold, an announcement for a new generation of fishing boats was made at his Outdoor Sports Gallery in Flippin, Arkansas. Surrounded by decades of fishing history and an enthusiastic crowd of anglers, employees, media, and other well-known personalities, the president of the new firm, Keith Daffron, unveiled the name, directions, and location of the much-anticipated company.

Operating under the parent name of Advanced Marine Performance, LLC, the products themselves will bear the exclusive label of VEXUS™. According to Daffron, “The VEXUS brand represents more than a new line of fishing boats. Today marks a historic time in our industry as we continue our revolutionary commitment to product excellence. We’re extremely fortunate to have a great group of industry veterans already working with us. With so many talented craftsmen and committed dealers, and even customers vying for the first completed models, it’s a humbling and exciting time.”

During the ribbon-cutting portion of the event, attendees were officially introduced to the new headquarters for the brand. The company’s state-of-the-art facilities are currently under construction with an anticipated move-in date of spring 2018. The 115,000 square-foot manufacturing plant will specialize in the production of both aluminum and fiberglass fishing boats as well as custom-matched trailers. Capitalizing on advanced technologies, proprietary designs, and environmentally-friendly manufacturing processes, the VEXUS brand will also benefit from a highly accomplished employee family. In fact, many of the company’s craftsmen are familiar faces, having been a driving force of ideas and innovation in the marine industry for decades. Highlighting that point, AEDC Executive Director Mike Preston said, “Sportsmen have

long relied on the talent and success of the industry professionals behind the new Vexus brand. We're excited that the experts behind Vexus are making Flippin the home of their new corporate headquarters."

With the first models expected to be introduced in just a few months, Daffron emphasized the extensive dedication of the firm, "From original design and engineering to hand-building total performance machines of exceptional quality, we're looking forward to sharing a full line of products that complement the confidence and expectations of today's anglers." Reinforcing that statement, the company confirmed that each model will include a broad array of customizable choices related to outboards, electronics, and other features.

The ultra-modern manufacturing plant for VEXUS fishing boats and trailers is located at 727 West Industrial Park Road in the group's long-time hometown of Flippin, Arkansas.

About VEXUS™ Boats & Advanced Marine Performance™

With centuries of combined experience and numerous innovations to their credit, the master boatbuilders of Advanced Marine Performance and the VEXUS brand are driven by an unparalleled commitment to superior quality, performance, innovation, and customer service. Reinforcing that dedication to excellence, the group's state-of-the-art facility is designed with advanced manufacturing systems and environmentally-friendly processes.

Beginning in March of 2018, the first ground-breaking VEXUS designs will be unveiled. From concept to completion, VEXUS boats and Advanced Marine Performance are driven to continually Raise the Bar of Craftsmanship and the Rewards of Ownership™. The Flippin, Arkansas plant is the exclusive home of marine products bearing the VEXUS mark of distinction. Discover more through regular updates at www.vexusboats.com or visit us at www.facebook.com/vexusboats.