



Hunt Yachts News Release

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For immediate, unrestricted release

Sales-Pro Reed Austin Joins Hunt Yachts

South Dartmouth, Massachusetts, USA -- Reed Austin has been appointed to fill the new position of Director of Sales at Hunt Yachts, Inc., builder of Hunt, Surfhunter and Harrier deep-V powerboats, 25 to 36 feet, all designed by renowned naval architects C. Raymond Hunt Associates. Austin brings to Hunt more than 25 years of successful sales management, including 15 years directing sales at Salt Water Sportsman, then one of Times Mirror's most profitable magazines, and he arrives just as Hunt Yachts prepares to introduce several exciting new models.

Austin's appointment was announced jointly by Winn Willard, President of Hunt Yachts, and Peter Van Lancker, Vice President of Operations. Willard stated, "The recent growth of our company demanded that we bring on board a seasoned professional who could add structure to our sales organization without losing touch with the very special market for whom we build our boats."

Austin, in addition to an outstanding career in sales and sales management with early-stage high-tech companies (following his years as top individual sales producer, regional sales manager and National Sales Director at Salt Water Sportsman), has extensive boating and fishing experience worldwide.

Van Lancker added, "It's great to have a strong sales leader, especially one with whom I have had excellent communication in the past and for whom, years ago, I even built a Hunt-designed 30-footer when I was President of Black Watch. Reed knows his stuff and I expect him to significantly add to the growth of Hunt Yachts and to the sales of our legendary boats."

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