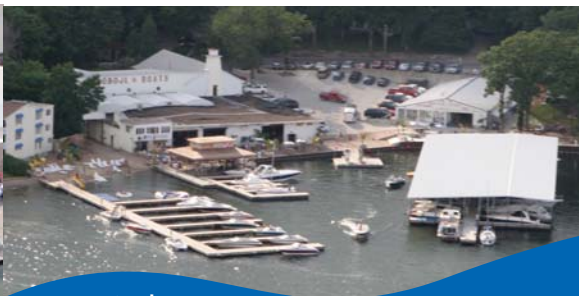




Parks Marina, Okoboji



Okoboji Boat Works



Parks Marina, Sioux Falls

Parks Marina, Inc. Jumps to #1 in Class, 9th in the Nation!

Boating Industry magazine's Top 100 Dealers is a ranking that recognizes those marine dealers that are unsurpassed in overall business operations, customer service, marketing and professionalism. Collectively, the 2006 Boating Industry Top 100 employ more than 6,500 people and operate 357 retail locations across North America. It is a ranking of an incredibly powerful group of marine dealers that generated more than \$2.88 billion in retail sales, or nearly 8 percent of the entire \$37 billion marine market.



Boating Industry Magazine states -

When it comes to pure atmosphere, there may not be a dealership that better portrays the boating dream than Parks Marina (Ranked #9 overall and #1 in dealerships with three to four locations). Headquartered in Okoboji, Iowa, Parks uses a tiki theme and a host of additional attractions to become the pre-eminent boat dealer in the Iowa Great Lakes area. The company runs differently from most. In fact, ownership claims to have an incredibly low net profit – because it has one of the most extensive employee profit-sharing programs around. Their two lakeside lounges and “family playgrounds” drive boaters to them. It’s that overall atmosphere that helps Parks run the largest Crownline rendezvous in the nation (in Iowa, mind you). And it’s that family playground mentality that motivated at least 12 of the company’s customers to compete to write the theme song for the company’s Barefoot Bar. The surroundings make it a great destination. Capitalizing on the strategy makes it a Top 100 Best in Class award recipient as the highest-ranking dealer with 3 or 4 stores.



Butch Parks, owner, receives awards at the Top 100 gala held November 15th in Las Vegas.

For a complete listing of Top 100 dealers: www.boating-industry.com