



**Press Release For Immediate Release – June 3, 2011**

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**AZURE BOAT COMPANY ANNOUNCES HIRE OF AZURE BOATS CREATOR ANTHONY KALIL**

MONCKS CORNER, SC - Azure Boat Company is pleased to announce the hiring of Anthony Kalil Design, Inc. as a consultant providing design services to the Azure and Mariah sport boat brands. Kalil will also be providing marketing and dealer support services to the Azure brand. "Anthony has been the face of the Azure brand and will continue to navigate this product as it reenters the marketplace effective immediately," says Fred Renken, President and CEO for Azure Boat Company.

Kalil has achieved numerous accolades in the boating industry over the last decade, including development of intellectual property with utility patents, design patents, copyrights, vessel hull design registrations and trademarks. He was the Director of Product Development for Crownline Boats and is responsible for many of their popular designs of today. In the past, Kalil was employed as Director of Design for Monterey Boats and Senior Designer for Regal Boats. He has also done design work for Cigarette Racing, Cruisers Yachts, Ski Supreme and many more. Kalil has a Bachelor of Science degree in Industrial Design from Art Center College of Design in Pasadena, California. "Anthony will be an extremely important asset to the Azure product growth and will help train our dealers on the competitive edge that Azure has over competing brands," says Jeff DeBar, Vice President of Sales and Marketing for Azure Boat Company.

For more information on Azure Boats and to see the full line, please visit [www.azureboats.com](http://www.azureboats.com).