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***Media Release***      ***AUSTRALIAN DEALER WINS  
INTERNATIONAL DEALER OF THE YEAR!***

**SYDNEY, AUSTRALIA** (October 1st, 2008) ~ Blakes Marine, owned and operated by Alan & Anne Blake, has been named Champion International Dealer for 2008 at the recent Dealers conference held in Canada last month.

Following on from the success of Blakes Marine & Champion Boats in 2007, this year Blakes Marine also took out overall Dealer of the Year.

In the highly competitive marine market this is a fantastic achievement given that there are over 36 countries within the Champion dealership network.

Mr. Lee Blake, representing Blakes Marine, on accepting the award said “we are very pleased and proud to have received this award and it’s recognition for our hard work and commitment to a quality product as the Champion range is. “

With over 17 years in the retail marine industry, Blakes Marine have developed a reputation for quality no nonsense retail sales and this has been demonstrated by being the recipient of many Australian based awards including the Allycraft dealer of the year for 3 years in a row.

“The Champion range of boats has added strength to our already established range of Barcruiser’s, Allycraft and Freedom Boats.” Lee said.



The introduction in 2007 of the Champion Range has rounded off the complete one stop boating experience.

In a highly competitive market the Champion Boat range fills that value for money and quality we needed for the dealership.

Commitment to the Champion Boats product, stock levels that ensure in most cases immediate delivery, spare parts and staff training of the boats clearly demonstrates Blakes Marine’s confidence in Champion Boats.

In presenting the award, Mr. Brock Elliot, General Manager Champion Boats said “Blakes Marine demonstrated commitment to the Champion brand, their quality after sales service, delivery preparation all contributed to Blakes Marine setting a benchmark for all dealers to strive for.”