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Sculley Boatbuilders Hits New Sales Record at Ft. Lauderdale Boat Show

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WANCHESE, N.C. – Sculley Boatbuilders, a builder of custom Carolina sportfishing yachts, announced today the results of debuting the new Sculley Custom 60 at the 2003 Fort Lauderdale International Boat Show. The Debut of the new Custom 60 corresponds with the release of some of the company’s new marketing materials, including a 30 second TV spot that aired on The Weather Channel during the show.

“The average custom Carolina boat builder sells only a few boats per year at best, and to go to a boat show and come away empty handed is not uncommon.” Says the companies marketing director Jimmy Sculley. “But as many people in the sportfishing community are becoming aware of, Sculley is not your average builder.”

Only last February, Sculley debuted a newly launched Custom 60 at the Miami International Boat Show and sold not only the new 60, but also the 58 that the Sculley’s had been fishing tournaments and going to shows with for several years now. “I will really miss it (the 58, now named Micks Fin)”, says Jimmy Sculley. “We put a lot of hours on that hull, sometimes under some pretty rough conditions, and she never let us down. The ride, durability and seaworthiness of that boat was vindication for the whole Sculley design concept.”

The 2003 Fort Lauderdale International Boat Show has been the best single show for Sculley thus-far, selling not only the new Custom 60, but also taking orders for a 58, a 64, and a 74 Custom Carolina Sportfisherman. There are also numerous other deals pending due to the interest generated by the new Custom 60, and from the companies growing reputation as an unparalleled builder of luxury sportfishing yachts.

With the four boats sold at the Fort Lauderdale show, and the two sold at the Miami show in February, Sculley has brought their total sales for the year to 6 vessels, 3 of them being custom built from the design stage. With more contracts pending, this number is likely to rise over the coming weeks.

The newly sold Sculley Custom 60 will be on display at the Miami International Boat Show in February of 2004 due to an agreement with the vessels proud new owner. Sculley will now have vessels operating along the Eastern Seaboard, the Gulf Coast, and in Puerto Rico and the Caribbean. As more vessels are bought and made available for public scrutiny, and as Sculley continues to fine-tune its marketing strategies, the number of Sculley vessels on the market should rise dramatically.

About Sculley Boatbuilders

Sculley Boatbuilders has more than 100 years of combined experience as boat craftsmen and big game fisherman. Launched in 1999 by Jim Polatty, former vice president of Buddy Davis, and Jim Sculley, a second-generation sportfisherman and former Outer Banks marina owner; Sculley Boatbuilders combines the passion of old-fashioned sportfishing yachts with Carolina durability and a South Florida-style finish. Each yacht is designed for the serious big game fisherman with all the interior comforts of a luxury cruising vessel. For more information on Sculley Boatbuilders including pictures, logos and past press releases, visit the company's Web site at www.sculleyboatbuilders.com or call the Sculley boat-building family at (252) 473-6855.

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