



## ***PRESS RELEASE***

### **CHAPARRAL'S NEW 327 SSX WINS 2011 NMMA INNOVATION AWARD**

#### ***For Immediate Release--***

Nashville, Georgia – February 21, 2011... Highlighting one of the most revolutionary new product introductions in the company's 46 year history, Chaparral's highly acclaimed 327 SSX was awarded the National Marine Manufacturer Association's (NMMA) 2011 Innovation Award at the Miami International Boat Show.



The 327 SSX took top honors in the highly competitive 25- to 60-foot cruiser category which included both sport and fishing boats.

The Innovation Awards, organized by NMMA and judged by Boating Writer's International (BWI), recognize products that best meet the following criteria: innovative distinction from other products currently being manufactured; benefit to the marine industry and/or consumer; practicality; cost-effectiveness; and availability to the consumer within 60 days of award receipt.

"Innovation and new product development is one of the four cornerstones of Chaparral," said company president Jim Lane. "We rank the new 327 SSX among the most exciting boats we've ever developed. With its never-before-seen cabin design, the 327 is equal parts bowrider, sport boat and cruiser."



The 327 features a patent pending cockpit-cabin design that allows the sizeable cabin to span the full beam of the boat. NMMA judge Allen Wendt commented, "It shakes up the bowrider category by providing a truly livable space below. How many Innovation Award judges can fit into the 327 cabin? It turns out, all of them."

Launched just three weeks before the Miami show, the 327 SSX has enjoyed strong initial sales and widespread coverage in the boating press. The fully equipped cabin includes a stand-up head, shower, berth for two and a flatscreen TV entertainment center. A standard hard top, Power Slide transom lounge, Liquid Silver interior and twin forward facing helm seats also chart new waters in design and styling. [CLICK HERE](#) to download high resolution images.

#### ***About Chaparral***

Headquartered in Nashville, Georgia – Chaparral Boats Inc. designs, manufactures and distributes premium quality sterndrive and inboard pleasure boats from 18 – 42 feet in length. The company also produces Robalo outboard sport fishing boats from 22 – 30 feet in length. Chaparral Boats Inc. and Robalo Boats LLC are subsidiaries of Marine Products Corporation (NYSE: MPX). For more information visit [chaparralboats.com](http://chaparralboats.com).

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