



New Marketing Manager Welcomed to the Pursuit Boats Team

Fort Pierce, Florida, December 2, 2019 Pursuit Boats, a luxury fishing and cruising boat manufacturer, is pleased to welcome Megan Foley Morris to the team in the role of Marketing Manager for the award-winning brand.

Morris brings with her a wealth of experience in the fields of marketing, public relations, advertising, publishing and event planning across multiple platforms, including more than 10 years immersed directly in the marine industry. Morris will work closely with Pursuit's Director of Marketing as the company expands not only its facilities, but its staff, brand and product line.

"We are happy to welcome Megan Morris aboard as Marketing Manager," said Amy Gobel who was promoted to Director of Marketing earlier this year. "Megan's marketing acumen will be instrumental to our team as we work to further build the Pursuit brand through strategic marketing campaigns and explore innovative ways to communicate the Pursuit lifestyle and the distinctions that make our boats the best in the industry."

In her role as Marketing Manager, Morris will coordinate with the marketing and design teams to create advertising plans, both digital and print, plan and manage photo shoots and other events, such as boat shows, and work directly with the sales team and dealers. A south Florida native, Morris will also communicate with local media to build the Pursuit brand regionally.

"I am thrilled to have the opportunity to join the Pursuit family," said Morris. "It is a strong, established company that builds beautiful boats right here in south Florida. The lifestyle Pursuit brings to its boat owners is contagious and is evidenced in the positivity of the team. I thank all who have welcomed me as we work together to deliver the boats built here to the families who will enjoy the Pursuit experience behind the helm."

For more than half a century, Pursuit Boats has been building high-quality, luxury offshore fishing boats using distinct engineering and production processes championed by the Pursuit family of employees. Pursuit is the recent recipient of a prestigious 2018 NMMA Innovation Award and has earned the NMMA CSI award since its inception. Along with its premium factory authorized dealers, Pursuit offers Offshore,

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Center Console, Sport and Dual Console models from 23' to 40' in length. Pursuit Boats are manufactured in a state-of-the-art 250,000 square foot facility in Fort Pierce, Florida. For more information, please visit www.pursuitboats.com.

Based in Loudon, Tennessee, Malibu Boats, Inc. (MBUU) is a leading designer, manufacturer and marketer of a diverse range of recreational powerboats, including performance sport, sterndrive and outboard boats. Malibu Boats Inc. is the commanding market leader in the performance sport boat category through its Malibu and Axis Wake Research boat brands, the leader in the 20' – 40' segment of the sterndrive boat category through its Cobalt brand and in a leading position in the offshore fishing boat market with its Pursuit brand. A pre-eminent innovator in the powerboat industry, Malibu Boats, Inc. designs products that appeal to an expanding range of recreational boaters, fisherman and water sports enthusiasts whose passion for boating is a key component of their active lifestyles. For more information, visit www.malibuboats.com, www.axiswake.com, www.cobaltboats.com, or www.pursuitboats.com.