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Ocean Alexander Reports Historic Success from Fort Lauderdale Intl. Boat Show

BELLEVUE, WA – December 19, 2018 – Alexander Marine International, the importer of Ocean Alexander yachts, is pleased to announce record sales resulting from the recent Fort Lauderdale International Boat Show.

The Ocean Alexander 112' on display in the show was contracted during the show by Scott Robertson, a Yacht & Brokerage Sales Executive with MarineMax Yachts in Clearwater/Tampa. Robertson met these clients for the first time at this boat show in the Ocean Alexander display. The buyers previously owned an 88' Marlow, and this is the first Ocean Alexander yacht they've purchased. "They loved how much volume the OA 112' offers and that it's a true tri-deck. They absolutely loved the main-deck master, the additional four staterooms below, and the ample crew accommodation," Robertson mentioned when asked about this purchase.

Robertson also contracted and delivered an Ocean Alexander 70e to a new client. "This is also the first OA for this buyer," Robertson explained. "He moved up from a Sea Ray 55 Fly and was impressed with the space and amenities included in a yacht this size. The 4-stateroom layout, spacious salon and entertainment areas, especially the large flybridge really captured his interest." Robertson added, "He emailed me the other day as he made his way from Nassau and was arriving into Stanley Cay and said, 'By the way, the boat is stupid amazing.' I think that's all you need to say about the OA 70e."

Dan Aultman, with MarineMax Stuart, contracted hull #1 of the new Ocean Alexander 90 Revolution prior to the show and the transaction finalized during the show. "This was a new client for me, and he signed a contract on the boat just with the renderings, while the boat was still under construction," Aultman shared. "He's moving from a Westport 112, and with a boat that's 20' smaller, he's getting the same amenities and it will be easier for him to travel to various locations that a 100'+ boat might have issues with. He really enjoys the new styling by Evan Marshall, the open layout on the main deck, two salons with the enclosed bridge option. Also, he's looking forward to sitting in the beach club with the doors open, a show on TV and comfortable in the air conditioning while his grandkids play in the water with the convenient hi-low swimstep. The usability of the boat for a family appealed greatly to him and his wife."

In addition, Aultman, in collaboration with Mike McCarthy of HMY, sold an incoming Ocean Alexander 100' to be delivered at the end of 2018. This client worked with Aultman on two prior boat purchases and is moving up from a Princess 68'. "Both buyers consulted with me to help guide them to the best boat to suit their needs. We talked about their long-term goals and was able to determine which yacht helped them achieve that goal the best." Aultman added, "The OA 100', while a decent jump from the Princess 68', is designed in a way to be easily handled by a competent captain and small crew. The 5-stateroom layout allowed this buyer to convert one of the staterooms to a gym and still have adequate space for guests. It really just checked all of the boxes on his list of requirements."

With a privately-owned Ocean Alexander 100' on display from a gracious owner, Michael Tyrrell with MarineMax Pier 66, secured a new-build custom order OA 100' Skylounge to be completed and delivered in late 2019. "I've worked with this couple for the past two years, looking for yacht that matches their needs," Tyrrell stated. "This is their first Ocean Alexander, they're moving up from a 68' Prestige. They appreciate the build quality in the brand, the fit and finish on the interior details, the incredible views from the large windows



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throughout and the amount of exterior entertainment space that's on the OA 100'. The wife is enjoying the process of selecting the décor that's possible with a new custom-build."

Tyrell, working with Jeff Oliver from the same MarineMax location, also finalized a contract for the incoming Ocean Alexander 112' as a result from the boat show. "I've known the buyer for over 20 years, before I was even a yacht broker," shared Oliver. "This will be the first yacht I've sold him, and it's quite the yacht for a first transaction." Tyrell added, "This is the first OA for this buyer, he's owned Pacific Mariner and Sea Rays in his past. He decided on the OA 112' since it's the largest 112' in the market and he was impressed with the quality of goods used in the boat, in the build process and the fit and finish in the yacht. Him and his business partner are already discussing the 135'-155' OA for future use in the Mediterranean."

James Corts, a Yacht & Brokerage Sales Executive with MarineMax Yachts in Naples, sold the Ocean Alexander 85' on display at the show. This is also a new client for Corts and the first Ocean Alexander for this buyer. "The buyer was really attracted to the volume the OA 85 provided them. He is moving from an 84' Ferretti and with a similar length, getting a lot more space on this new boat," Corts explained. "OA has done an incredible job of maximizing the useable space throughout their yachts. It allows owners who may have slip restrictions to get the most out of their yachts. They can store items on the boats with ease without constant need to shuffle things on and off the boat. It just makes the overall experience of yachting more enjoyable for the owners and their guests."

When asked about this historic record, Chuck Cashman, Chief Revenue Officer of MarineMax, added, "MarineMax enjoyed an extremely successful FLIBS. Several of our brands have reported record sales. One brand that stood out was Ocean Alexander. Our team's passion and commitment for the brand, supported by Ocean Alexander through exceptional product, new innovative designs, and unparalleled service after the sale has allowed us to have a record show. Our customers are loving the opportunity to grow within the MarineMax family and Ocean Alexander offers a wonderful range of choices as they expand their boating needs."

About Ocean Alexander – Two generations of one family have guided Ocean Alexander for almost four decades. With manufacturing in Taiwan and United States, Ocean Alexander is consistently one of the top selling brands for large yachts in the U.S. and currently produces models ranging from 70 to 120 feet in length. The company's website is www.oceanalexander.com.

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