



FOR IMMEDIATE RELEASE

Contact: Mark Jerkins
Tinsley Creative
863.583.0081
mark@tinsleycreative.com

Scout Wins 2017 NMMA Innovation Award at Miami International Boat Show

SUMMERVILLE, SC— Scout Boats, Inc. was honored at the Miami International Boat Show with an illustrious **2017 National Marine Manufacturer's Association (NMMA) Innovation Award** in the *Deck Equipment & Hardware Category* for its unique and innovative design of the **Patent-Pending Articulating Rocket Launchers** aboard the company's flagship model 420 LXF luxury sportfisher and newly debuted 380 LXF.

The NMMA Innovation Award winners were announced during the show's annual "state of the industry" breakfast. There were 63 product entries across multiple categories that were independently judged by eight members of Boating Writers International, an organization comprised of seasoned and respected marine journalists. According to the judging panel, Scout's innovative design set the bar in its category.

"We're honored to accept this Innovation Award on behalf of all of our employees at Scout," said Scout Founder/CEO Steve Potts. "We're proud of our hard work and out-of-the-box thinking that continually moves the marine industry forward through innovation, and it's an honor to be recognized for it, especially by what most consider the top innovation award in our industry. We're humble mavericks of our accomplishments and trendsetting ways, and we're always thankful to be recognized for what we do."

With the touch of a button, a customer can electronically raise or lower the hardtop mounted rocket launchers thanks to Scout's Patent-Pending Articulating Rocket Launcher, allowing easier access loading or unloading rods. It also works in conjunction with the model's Sure Shade retractable awning feature. When the Sure Shade retractable awning is engaged, the rocket launchers will also engage electronically and lower in case the customer forgets to lower them on his/her own.

Scout builds luxury sportfishing center console, dual console and inshore/bay boat models ranging from 17' to 42'. Since its founding nearly three decades ago, the company's goal has been to manufacture the best-built boats in its distinctive sportfishing niches. Each Scout hull is a true original, as the in-house research and design team works closely with engineering to take concepts from blueprint to production more efficiently, growing the company's world-class reputation for quality, strength, durability and value.

For more information on Scout, visit www.scoutboats.com; or contact Mark Jerkins at Tinsley Creative, email: mark@tinsleycreative.com; phone: 863.583.0081.