

Vantage Yacht Club

Press Information



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Contact: Jason De Palma
President, Vantage Yacht Club, LLC
1-855-777-1855 / jason@vantageyachtclub.com

Dennis Ellerbrock
Vice President, Skipper Bud's Marina
847-872-3230 / dennis@skipperbuds.com

VANTAGE YACHT CLUB AND SKIPPER BUD'S ANNOUNCE STRATEGIC ALLIANCE

Chicago and Winthrop Harbor, IL – March 1, 2011... *Vantage Yacht Club*, the-first-of-its kind private membership club offering fractional yacht ownership and *Skipper Bud's*, the largest boat dealer in the Great Lakes Region, announced an exclusive strategic alliance today that will provide value and benefits to support one another. Vantage Yacht Club has named Skipper Bud's their exclusive supplier of Sea Ray Boats and Yachts and Skipper Bud's will provide a host of operational and marina services to Vantage that include maintenance, parts, winterization, storage, transportation, transient mooring and more. Vantage Yacht Club Members will gain access to Skipper Bud's special events, training classes, private instruction, licensed captain services, purchasing-brokerage services as well as finance-insurance programs.

"Skipper Bud's dedication to providing the highest quality yachts and spectacular service perfectly align with the expectations of Vantage Members," said Jason De Palma, president, Vantage Yacht Club. "I purchased my first boat from Skipper Bud's and the experience was fantastic. For over 40 years, they have received the highest levels of achievement from marine industry manufacturers and have consistently been recognized as one of the country's most respected dealers. We're thrilled to provide our Members with the opportunity to fulfill their own yachting lifestyle dreams with such a trusted partner."

This new alliance provides Skipper Bud's and Sea Ray an untapped channel of distribution and brings added value to their current customers who own boats purchased from one of their 22 dealerships. Skipper Bud's customers will be invited to participate in Vantage Yacht Club special events and they will receive unique membership offers. "We've pioneered many creative ways to reach new entrants and introduce them to the joys of boat ownership and admire this same ambition in Vantage Yacht Club," said Dennis Ellerbrock, vice president, Skipper Bud's. "We don't see the Vantage programs as merely an alternative to boat ownership. Instead, their programs are an effective tool to introduce the market to new products as well as our core services. The Vantage programs offer our customers the flexibility of having a supplement to what they currently own and the programs are great for business owners who want to expense the use of a yacht without having to commingle business use with their personal yacht."

Vantage Yacht Club is offering Yacht Shares on four brand-new 2011 Sea Ray models that are equipped with state-of-the-art technologies. For example some advancements include: Axis®

drive - an intuitive joystick that makes docking as easy as “point and click” and Skyhook®- a “virtual anchor” system that uses GPS to hold and maintain a vessel’s position even in the presence of wind and current. The featured models include the 300SLX, 370 Sundancer, 390 Sundancer and 450 Sundancer. For more information about Sea Ray and the advanced technology visit: <http://bit.ly/iOB7rs>

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About Vantage Yacht Club

Based in Chicago, IL - Vantage Yacht Club, LLC has transformed the marine industry with the introduction of their *Vantage Yacht Card* and *Vantage Yacht Shares* programs. Free from the capital outlay and expenditure that traditional ownership requires, these offerings grant Members access to an exquisite collection of yachts. The *Vantage Yacht Card* program is a pre-paid, one-year lease on a specific yacht model and is offered in 5, 20 and 30-day packages ranging from \$5,000 to \$45,000. *Vantage Yacht Shares* is a fractional ownership program for members who require even greater flexibility, more yacht access and a higher level of service. Yacht Shares range from \$33,000 to \$250,000. The experienced Vantage staff assists in determining the best-suited yacht model, program and membership level for each member. Visit www.vantageyachtclub.com for more information or call 1-855-777-1855.

About Skipper Bud’s

Based in Winthrop Harbor, IL – Skipper Bud’s has 40-year relationships with premium brands backed by trusted manufacturers. They are a Certified Master and Ambassador level Sea Ray dealer and the largest dealer in the Midwest with 22 locations. Skipper Bud’s has a staff of 50 Mercury Master Level technicians, over \$30 Million in new inventory and 700 pre-owned and brokerage units. They are the largest yacht brokerage company in the Midwest with 500 + units sold per year. Dedicated business managers at each sales location are ready to secure the best marine financing & terms for their customers. Skipper Bud’s service facilities throughout the Great Lakes, Arizona and Florida offer maintenance services, fiberglass repair, parts and accessories. Boat storage and seasonal dry stack are offered at many of their marinas that are strategically located on the Great Lakes and inland waterways. Skipper Bud’s has a dedicated ground transport division and delivery captains are available to move your boat by water or provide water instruction. For more information please visit: www.skipperbuds.com.