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Cypress Cay Pontoons Receives NMMA CSI Award

FORT WAYNE, Ind., Oct. 14, 2011 – Cypress Cay has been recognized by the National Marine Manufacturers Association (NMMA) sponsored Marine Industry CSI Award Program in the pontoon category. The NMMA's Marine Industry CSI program recognizes participating manufacturers that actively measure customer satisfaction and pursue continuous improvement to better serve the customer.

“Cypress Cay's Customer Satisfaction Index Award is wonderful news because it represents acknowledgement by our industry,” said Cypress Cay President Brad Anderson. “More importantly, this recognition shows that our customers appreciate the quality and care we put into every pontoon.”

Award recipients for 2011 achieved and maintained an independently-measured standard of excellence of 90 percent or higher in customer satisfaction over the past year, based on information provided by customers purchasing a new boat or engine during the period between April 1, 2010 and March 31, 2011.

Cypress Cay will be acknowledged during the annual Industry Breakfast at the 2011 International Boat Builders' Exhibition and Conference (IBEX) in Louisville, Kentucky.

About Cypress Cay Pontoons

Cypress Cay is manufactured by Brunswick's Fort Wayne Operations, producing the highest quality pontoon boats in the industry for over 50 years. As one of the nation's first pontoon boat manufacturers, we offer a history filled with design innovation, distinctive styling, unsurpassed comfort, and superior quality.

Brunswick's strength and expertise give Cypress Cay the resources to employ the industry's best people and allow them to fund the ideas, innovations, and investments required to continue to be the industry leader. Every Cypress Cay pontoon is a reflection of our commitment to offer the features and amenities that make your experience on the water memorable.

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