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FOR IMMEDIATE RELEASE

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AMERITEX INTRODUCES INNOVATIVE SURE SEAL™ CANVAS ATTACHMENT SYSTEM

BRADENTON, FLORIDA – September 28, 2010 – New from Ameritex Fabric Systems for 2010 is SureSeal™, a patented canvas attachment system designed to improve the canvas-to-windshield link, eliminating snaps on the windshield portion of the canvas while providing a stronger, more watertight seal and easier installation.

“This new design solves so many issues that both boatbuilders and boaters have disliked about canvas covers over the years,” said Don Zirkelbach, president of Ameritex Fabric Systems. “We can’t wait to introduce it at IBEX 2010 and see the response.”

The new system involves a rubber seal that is sewn into the edge of the canvas cover, replacing the metal snaps that have been the standard for decades. This rubber extrusion is fabricated from Pellethane™, which has superior weather and temperature resilience. Its design allows the rubber to simply be pressed into the same track that normally holds the snaps.

“Basically, it’s like closing a Ziploc® bag, and SureSeal™ provides a closure that is just as tight,” said Zirkelbach. “It’s so much easier than all of those snaps.”

Because it’s designed to fit into the standard bottom trim “snap track” of any Taylor Made Systems windshield, boatbuilders can begin using this new attachment system immediately. And their canvas installation time will be reduced, with no need to install snaps along the bottom edge of the windshield or the time consuming alignment often involved.

Boat buyers will appreciate the much-improved look of the canvas. There will be no snaps left behind on the windshield when the canvas is removed, nor will there be snap heads on

the outside of the canvas when installed. The unbroken seal presents a smooth edge and eliminates “scalloping” which is commonly associated with snapped canvas products.

Then there’s the fact that boaters will no longer have to locate the usually numerous snaps while closing up their boats after a day on the water. Simply start the SureSeal™ at the edge of the windshield and run a finger along it to securely install the canvas top. Furthermore, any boater who’s ever purchased a piece of replacement canvas will know just how hard it is to get the new snap heads to line up with the old snaps already on the windshield. With SureSeal™, this issue is a thing of the past.

“Overall, this is the cleanest look that boat canvas has had to date, combined with the greatest ease of use,” said Zirkelbach. “We think it’s enough of an advancement that we’ve nominated it for an IBEX Innovation Award.”

About Ameritex Fabric Systems

A member of the Taylor Made Group®, Ameritex Fabric Systems is based in Bradenton, Florida. A leading manufacturer of engineered canvas systems for OEM boatbuilders, they have patented several innovative attachment systems that provide unique integration with boat windshields and arches. They are a partner company with Taylor Made Systems, the world’s largest manufacturer of marine glazing systems and the acknowledged leader in framed glass windshield technology for powerboats.

About Taylor Made Group

Headquartered in Gloversville, N.Y., Taylor Made Group, LLC has over 100 years of experience as one of the recreational marine industry’s largest, most diversified suppliers to boatbuilders and the aftermarket. The Taylor Made Group includes Taylor Made Products, Taylor Made Systems, Taylor Made Glass Systems, Ameritex Fabric Systems, Trend Marine Products Limited and Water Bonnet. The Group operates 11 facilities in the United States, the Republic of Ireland, England, Australia, New Zealand and Mexico. Its products are distributed through a worldwide distribution network.

For sales inquiries, contact Ameritex Fabric Systems by phone, +1 941-747-1900 or by e-mail, info@ameritexfabrics.com. Visit the Web site at www.ameritexfabrics.com.

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