



32121 LINDERO CANYON ROAD SUITE 200
WESTLAKE VILLAGE CALIFORNIA 91361

tel 818 865 6464
fax 818 865 6499

www.bearmg.com

Contact: Rick Hauser / rhauser@bearmg.com
Phone: (818) 865-6464

ACTUANT RECREATIONAL GROUP — A NEW POWER IN THE MARINE INDUSTRY

New World-Class Source For Leading Marine Electrical Product Brands

Ancor, Marinco, AFI, Nicro and Guest

Some of the most powerful brands in the marine industry — Ancor, Marinco, AFI, Nicro and Guest — have joined forces to form a new, world-class supplier team named Actuant Recreational Group. The genesis for the creation of this business group was created when Actuant Corporation (NYSE: ATU) purchased Key Components, Inc. (KCI) earlier this year. J. Marty O'Donohue will serve as President of the newly formed Actuant Recreational Group; its business focus will be to predominately serve the marine and recreational markets.

Parent company Actuant Corporation is a billion-dollar NYSE- traded global supplier of electrical and industrial aftermarket tools and supplies and engineered solutions, primarily for the transportation industry. It boasts 60 worldwide locations in 26 countries. Ancor Marine Grade Products was already a subsidiary of Actuant Corporation, while Marinco, AFI, Nicro, Guest and ParkPower were added as part of the KCI acquisition.

“The marine business is a very important part of our future and this combination of great companies, great brands and great people, will better enable us to exceed the needs of our customer base”, said Mark Goldstein, Executive Vice President of Actuant Corporation. “The individual business strengths, technologies and management philosophies are complimentary and, under Marty’s leadership, will insure that the combination of these businesses is greater than the sum of the individual parts.”

The Actuant Recreational Group, explained Goldstein, was formed with the vision of creating the industry’s top supplier of electrical connections, power conversion and other related products and solutions specially developed for use in marine and other harsh environment applications.

Working with the combined management teams from Ancor Marine Grade Products and The Marinco Recreational Group, Goldstein and O'Donohue are steering a course to become the marine industry’s “supplier of the future.” The first turn on this course is a departure from “normal” supplier/manufacturer relationships — instead of telling

customers how the new merger would affect their businesses, managers asked key customers what they wanted to see in a new supplier. “To be the supplier of the future, we must first build a company that is specifically designed to grow with the customer,” said O’Donohue, who helped Marinco Recreational Group succeed and grow during his 15-year tenure as its president. “This couldn’t be achieved without first listening to our customers to determine what we are currently doing right and what we can do better. More importantly, this initiative — which we call Voice Of the Customer (VOC) — is teaching us how we can be a more effective supplier and business partner in the future,” said O’Donohue.

Following the VOC philosophy, Actuant Recreational Group will consistently learn from its customers in a way that positively influences every aspect of its business, including new product innovation. “Our product development teams will seek end user and customer input and work with them to develop superior products to meet the needs of both manufacturers and end users,” O’Donohue added.

While listening to customers is important, O’Donohue remarked, it is the ability to respond to what they tell you that brings about true growth. “This merger gives us this ability — and we’re committed to using it for the benefit of marine industry OEM builder and aftermarket customers,” said O’Donohue. At the core of this ability to hear customers and help solve their problems is Actuant Corporation’s “Continuous Improvement” business philosophy and vast portfolio of business disciplines including Kaizen, 6 Sigma and the company’s proprietary LEAD (Lean Enterprise Across Disciplines) initiative, designed to decrease manufacturing costs while increasing product quality, service and delivery. The Actuant Recreational Group management team includes personnel dedicated to applying these business disciplines to continually analyze and improve performance.

Actuant Recreational Group will maximize its business focus by creating separate, dedicated sales teams to serve OEM and aftermarket customer groups, allowing it to better serve customers and foster new product opportunities within each channel. This attention to the individual needs of the OEM and aftermarket segments of the marine industry will increase effectiveness on every level, whether it be providing an “engineered” solution to a boat builder or merchandising support to a retailer/dealer customer to help increase sales and improve profitability.

The marine industry will also benefit from the far-reaching technological competencies of parent company Actuant Corporation. “Our expertise in engineering solutions for diverse markets worldwide will result in new product breakthroughs for the marine market. We will apply our experiences in the automotive, truck, RV, industrial and other specialty electrical markets around the globe to keep us ahead of the technology curve and help us develop innovative products for the boats of the future,” said Goldstein.

For more information on the company and brands of the Actuant Recreational Group, contact the company at 2655 Napa Valley Corporate Drive, Napa, CA 94558 • Telephone: (707) 226-9600 • Or visit online at www.actuant.com.

About The Actuant Recreational Group Brands:

Ancor Marine Grade Products

Ancor leads the industry in providing the most rugged, water resistant, long lasting and flame retardant wiring products for the demanding marine environment. Ancor products include tinned copper wire, nylon insulated connectors and terminals, tinned copper lugs, adhesive lined heatshrink tubing, connectors and terminals, switches and circuit breakers, lamps, cable ties, clamps, fuses and hand tools.

Marinco

Founded in 1972, Marinco is the leading choice of boatbuilders nationwide for high quality, marine shorepower systems and accessories. Marinco's many trademarked products are designed and manufactured for the harsh marine environment and feature specialized interconnecting systems for positive, moisture proof power connections.

Guest

For more 35 years, Guest has provided the marine industry with chargers and battery management products engineered for superior performance and extended service in the tough marine environment. Guest offers a full range of portable and built-in battery management systems, battery switches, galvanic isolators and other electrical system products for boats of all sizes.

Nicro

Nicro is the largest supplier of solar ventilation products to the marine industry. These products protect vessels and costly systems from damage caused by moisture, mildew and mold, and prevent unsafe buildup of dangerous fumes and gases such as carbon monoxide and hydrogen.

AFI

With 50 years of experience, AFI is the leading supplier of horns and windshield wiper systems for the marine marketplace. AFI's vast product offerings also include teak furniture, cabin and galley accessories, boarding platforms/ladders and fishing accessories.

ParkPower by Marinco

ParkPower by Marinco was developed to serve the unique electrical hookup needs of the RV industry. ParkPower detachable AC cordsets and adapters take all the hassle out of coachside/parkside compatibility and provide solid, waterproof connections on the road. ParkPower has rapidly developed as a market leader in this growing category.

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