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Enjoy Benefits Boat Ownership at a Fraction of Ownership Costs

Members of Excel Boat Club Can Enjoy Million-Dollar Boat Fleet for \$3,799 on both Lake Minnetonka and the St. Croix River

MINNEAPOLIS, April 8, 2009—The Excel Boat Club offers an incredible value for boating enthusiasts: club members will have access to more than \$1 million of boats without the hassle that most boat owners face. There are no fees for dockage, maintenance, insurance, storage, tax, gas or tedious boat cleaning. Members have the advantage of enjoying the water with family and friends while leaving the work of boat ownership to the Excel Boat Club.

“Why buy a boat, when you can use ours,” said Tom Jacob, president of Excel Boat Club. “Now that we’re at two locations this season, our members can enjoy exploring the 14,000 acres of Lake Minnetonka or the scenic beauty of the St. Croix River in any of our 26 boats. Whether your kids want to wakeboard or you want a relaxing sunset cruise, we’ve got a boat for your every need.”

The existing Excel Boat Club Lake Minnetonka marina launched in 2001 and its new location on the St. Croix River in Bayport opens for the first season this year. Annual membership fees start at \$3,799; a fraction of the cost of owning and maintaining a boat.

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“We offer affordable luxury boating for families who enjoy boating but don’t want the expense and work of being a boat owner,” said Jacob. “Compared to boat ownership, we offer an incredible value for a season of boating and people don’t have to make the commitment to owning. In fact, 80 percent of our members have previously owned boats and find this is a much more cost effective and enjoyable way to boat because we do all the work so they can have all the fun.”

Jacob says his company’s outstanding “5-star service” differentiates the company with club members and those who participate in the daily rental program. “Our staff goes out of their way to make lasting memories for all of our customers,” Jacob explained.

Each boat is impeccably cleaned between each use and fully serviced so it is ready to go with a full tank of gas. Valet service is provided to members. “From the car to our boat, we don’t let members lift a finger,” said Jacob. “We even valet the boat in and out of the slip to make it really easy.” Jacob’s staff will provide catering through local restaurants or make reservations at popular lakeside restaurants. And, they’ll help make a special occasion memorable, whether celebrating an anniversary or birthday.

Another benefit of joining the boat club is the variety of boats. Members have a choice depending on what they want to do for the day, whether it’s an active day waterskiing, wakeboarding and tubing, a relaxing sunset cruise and barbecue with friends or family on a pontoon or a desire to catch some big fish on a fishing boat. Another new benefit offered this year is the free use of water toys, from tubes to wakeboards.

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The Boat Club's marinas provide easy access—the location in Bayport on the St. Croix River means no fighting with downtown Stillwater traffic to get to the docks. At Lake Minnetonka, The marina is located on the outskirts of Excelsior just off Highway 7.

Minnesota's Excel Boat Club is designed for people who enjoy boating but don't want to be boat owners. Club members enjoy affordable luxury boating with access to a million-dollar fleet of boats. Members can select from a variety of watercraft depending on the occasion, from fishing, tubing or skiing to entertaining out-of-town guests. The Club is known for its exceptional customer service with a friendly, professional staff. Daily rental options are also available with the Boat Club earning honors as the "Best Rental Facility" on Lake Minnetonka by readers of Navigator magazine. A privately-owned company, Excel Boat Club has two marina locations: Lake Minnetonka in Excelsior and the St. Croix River in Bayport, which is designated as a National Scenic Waterway. www.excelboatclub.com

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CUTLINE: Excel Boat Club members have access to a million-dollar fleet of boats on Lake Minnetonka and the St. Croix River.