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**NEWS RELEASE
For Immediate Release**

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NIEMELA INDUSTRIES INTRODUCES 2011 ADVENTURE CRAFT 2850 DECKYACHT™
*All-New Houseboat Design Combines Deck Boat Entertainment Area Above
with Spacious Live Aboard Cabin Below*

Calumet, MI (June 1, 2010) – After a successful 2009 season, Niemela Industries has added a second model to its popular Adventure Craft houseboat line – the 2850 DeckYacht™. The new model features a never-before-seen design that merges a deck boat-like entertainment area above with a spacious live aboard lower cabin.

NEW FEATURES & AMENITIES

The DeckYacht™ retains many of its predecessor's style lines and cabin features; however, it's quickly noticed that vast improvements have been made to increase utilitarian space along with upgrades to interior and exterior aesthetics. Fuel and fresh water capacities have nearly doubled as well.

EXTENDED RANGE

The AC2850 is 28' 6" with a 102" beam and has a maximum horsepower rating of 150. Outfitted with a standard, fuel-efficient 135HP Honda® outboard and larger fuel tank (76 gallons), the DeckYacht™ provides a substantial increase in travel range over previous models. Now you can cruise open water longer or spend more time trolling your favorite fishing holes with peace of mind.

UPPER DECK WITH SUN LOUNGER SEATING SYSTEM

Those who enjoy the open air and sunshine will welcome the revamped flybridge on the AC2850. The new mid-ship helm position has opened the front of the flybridge for Adventure Craft's Sun Lounger Seating System – large bench seating on either side of the deck that can be flipped-down to create an expansive sunbathing platform or serve as additional outdoor sleeping space. The Sun Lounger System comfortably seats up to six people and is ideal for entertaining friends or dining with the entire family. A removable table with quick lock base is centrally located between the seats.

DUAL STATION HELM

Adventure Craft's hallmark dual helm design provides the freedom to navigate the DeckYacht™ from either the flybridge or inside of the cabin. Each helm includes hydraulic steering, throttle controls and complete instrumentation. Radio communications and stereo system are located above the helm in the cabin.

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FLYBRIDGE AMENITIES

Numerous amenities can now be added to the new flybridge configuration. The upper helm has a drop-in cooler, 48" power operated navigation light and flip-down cup holders. A larger bimini top can also be added to deploy above the entire seating and helm area. The all-weather fabric and stainless steel frame provides stand-up height and can easily be lowered and stowed for cruising. Color coordinated rubber deck inserts have been added to create soft underfoot comfort in the entertainment area.

WALK-AROUND DECK

The DeckYacht™ 2850 includes handy starboard and port side deckwalks. These 6" wide accessways around the perimeter of the boat makes mooring or general maintenance a snap! In addition, stainless steel railings and grab handles abound for safety and security while moving from bow to stern or vice versa.

EXTERIOR FEATURES

Other exterior features include bow and stern seat storage compartments, color coordinated seat cushions and a port side swim ladder. Optional seat pedestals for fishing can be added to the stern cockpit.

INTERIOR CABIN UPGRADES

A redesigned space-saving galley area greets you immediately upon entering the DeckYacht™ cabin through either the fore or aft entry doors. An all-new fiberglass cabinet, with premium laminate door fronts, features a built-in coffee maker and compact microwave. Additional storage space for utensils, dining ware, cups and cookware have also been added. A flush mounted electric stove burner with overhead lighting provides a new cooking surface while the adjacent stainless steel sink and 2.7-cu.-ft. refrigerator are within arm's reach.

SHOWER & HEAD WITH HIGH CAPACITY FRESHWATER TANK

Opposite the galley, a full stand-up shower and marine head share mid-ship space. Outfitted with a larger 37-gallon freshwater tank and 15-gallon wastewater tank, the DeckYacht™ will get you to your destination in supreme comfort.

WINDOWS ABOUND

"WOW! The cabin sure is airy!" Those are the first words you are likely to say when entering the AC2850 cabin. With seven screened and tinted windows that keep cabin temperatures at bay and supply an endless breeze off of the water, your time inside is equally pleasant as that spent outdoors. A ceiling mounted AC/heating unit can provide even more temperature control when needed.

INTERIOR SEATING & STORAGE

The stand-up cabin also has two forward and aft lounge seats with abundant under-seat and behind-seat storage. When it's time to retire for the evening, the lounge seats quickly convert into two separate queen size sleeping berths for up to four adults. A flip-down, ceiling mounted video screen with DVD player is the perfect ending to a long day on the water or fast entertainment for the kids. New color coordinated privacy curtains for the doors, windows and in-between sleeping areas make for a good night's rest.

STABILITY ON THE WATER

Adventure Craft's patented cathedral trimaran hull design and wide beam provides superb stability in rough water conditions and the 12" draft is desirable for maneuverability in shallow water. Need to come ashore? The one-piece fiberglass hull is extremely durable and can safely withstand controlled "beaching" on sandy shoals. When out of the water, the unique trimaran hull is securely cradled by a custom aluminum trailer. The glide path design makes for easy-on, easy-off trailer tending. Safety features on the tandem axle trailer include a standard light package, hydraulic surge braking system, heavy-duty ball hitch trailer coupler and a full-size spare tire.

CUSTOM COLORS

Not only will your DeckYacht™ perform on the water, it will look good too! 2010 DeckYacht™ owners can choose from a variety of new hull gel coat colors, stylish interior fabrics and color matching vinyl seat colors.

ENJOY THE WATER!

With more space and value-added amenities, the Adventure Craft 2850 DeckYacht™ is poised to deliver fun times on the water. All of the comforts of home are brought aboard for the most pleasurable boating experience.

**The Adventure Craft 2850 DeckYacht™
has set a new standard for trailerable houseboat design.**

CAPACITIES AND SPECIFICATIONS

Centerline Length: 28' 6"

Beam Width: 8' 6"

Maximum HP: 150

Draft (Approx.): 12"

Height On Water (Approx.): 9' 0"

Height On Trailer (Approx.): 12' 6"

Dry Weight (Approx.): 6500 lbs.

Fuel Capacity: 76 gallons

Freshwater Capacity: 37 gallons

Waste Tank Capacity: 15 gallons

Maximum Persons: 8

Adventure Craft boats, a division of Niemela Industries, headquartered in Calumet, Michigan, has provided over a decade of pleasure and enjoyment to hundreds of satisfied houseboating enthusiasts nationwide. Crafted for travel on inland lakes, rivers and near shore open water, the utilitarian design of Adventure Craft boats provide maximum comfort while delivering endless fun and memorable boating experiences for the entire family.

For more information on the Adventure Craft 2850, call toll free at 1-888-482-7015, or visit the company web site at www.adventurecraft.com.

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