

PRESS RELEASE

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FOR IMMEDIATE RELEASE:

AWSEF Announces 2010 Award of Distinction Honorees

Polk City, Fla. The American Water Ski Educational Foundation's Water Ski Hall of Fame Selection Committee has announced the 2010 recipients of its prestigious Award of Distinction. Jay Bennett , Dave Clark , Jack Lukes, Chuck Rowe and Jack Wiley, will receive the Award of Distinction in recognition of their water ski accomplishments and contributions to the water skiing community. They will be honored, along with 2010 Hall of Fame inductee Darin Shapiro, at the AWSEF's 28th annual Water Ski Hall of Fame induction ceremony on April 10 at the Lakeland Center in Lakeland, Fla.

The Award of Distinction recognizes individuals who have made extraordinary contributions to the sport. Recipients may include tournament skiers, innovators, industry leaders, officials and others responsible for landmark achievements in the development of water skiing as well as those whose long periods of dedication and service deserve special recognition.

Bennett, of Zachary, La., is a world-renowned water ski coach and owner of Bennett's Ski School. He was USA Water Ski's 1998 National coach of the Year. In addition to coaching some of the world's top water ski athletes and several U.S. Teams, he has been a successful tournament organizer.

Clark, of Algonquin, Ill., is a longtime volunteer and official. Among his many contributions to the sport, he developed the WSTIMS scoring system used by the American Water Ski Association. He received the American Water Ski Association's

Award of Merit in 1998. He has provided technical expertise and equipment to the AWSEF on numerous occasions.

Lukes, of Wisconsin Rapids, Wis., was an active three-event skier and judge in Wisconsin for many years. He became heavily involved with local ski shows and was instrumental in writing the first rules for show skiing. He was the first chairman of Wisconsin show skiing and served in that position for eleven years.

Rowe, of Millington, Tenn., is the president of Indmar Marine Engines. He has been a longtime supporter of water skiing and Pro Tour events. He has been instrumental in many industry innovations, such as EFI and catalytic exhaust. He has served on the Water Sports Industry Association board of directors as well as the board of trustees for the American Water Ski Educational Foundation from 1990-2001.

Wiley, of Odessa, Fla., was best known as an early kite flyer on the flat kites. He was known to be fearless of the height while performing for thousands of spectators and he flew for several magazines capturing photos with a camera mounted on his kite. He performed at Cypress Gardens and Tommy Bartlett's, and also performed in shows outside of the United States.

For a detailed schedule of Hall of Fame weekend activities, please contact the Hall of Fame office at (863) 324-2472 or go to: www.waterskihalloffame.com

The American Water Ski Educational Foundation, parent organization of the Water Ski Hall of Fame and Museum, was founded in 1968 as a non-profit foundation dedicated to the preservation of the traditions of one of American's most popular family recreational activities and to the encouragement of and education in the safe enjoyment of water skiing.

For more information on the AWSEF's Water Ski Hall of Fame, visit www.waterskihalloffame.com.