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FOR IMMEDIATE RELEASE

Yamaha Lends Support to Great Lake Allatoona Clean Up

Annual Effort Helps Preserve Beloved Community Lake

KENNESAW, Ga., Sept. 3, 2013 — Yamaha Marine Group announced today its support and sponsorship of the 2013 Great Lake Allatoona Clean Up (GLAC), an annual community event that helps to maintain the beauty and health of Lake Allatoona, which is located just north of the company's Kennesaw, Ga. headquarters.

This year, the Great Lake Allatoona Clean Up will take place on Saturday, Sept. 28 from 9:00 a.m. until 12:00 p.m. Annually, the event draws more than 4,000 volunteers, primarily Scouts, students and lake enthusiasts from Bartow, Cobb, Cherokee counties and beyond. During the three hours, volunteers work in teams to pick up trash, covering 40 different areas around the lake. In 2012, the GLAC collected and removed over 5.29 tons of trash and 299 tires from the shoreline. In addition to helping sponsor the event, Yamaha employees and their families will be rolling up their sleeves and participating in the clean up effort.

“Lake Allatoona is a very special place for many Yamaha owners and employees,” said Todd Grondzki, Department Manager, Sponsorships and Events, Yamaha Marine Group. “It has provided us with many wonderful memories of great times with friends and family on the water. Yamaha is very pleased to have the opportunity to participate in the GLAC so that we can give back to the community and help preserve this incredible Georgia treasure.”

All volunteers are invited to an appreciation picnic at noon following the clean up at the Riverside Park Day Use Area located along the Etowah River near the Allatoona dam. Badges distributed at the clean up sites will serve as entry tickets into the picnic. Cartersville DJs Tom and Chad will emcee the festivities, which will include music, games, give-a-ways, environmental education booths and demonstrations by environmentally-focused organizations, from Bartow, Cobb and Cherokee counties.

Yamaha encourages local businesses and community members to get involved with this important clean up project. To participate in the 2013 GLAC, please visit the Great Lake Allatoona Clean Up website: www.greatallatoonacleanup.org. All volunteers must register in order to participate.

Helping to maintain the beauty and health of the lake is the focus of the Great Lake Allatoona Clean Up (GLAC) committee's work and mission; to lead the lake Allatoona community in environmental stewardship of the watershed through education, preservation, conservation, and volunteerism.

Yamaha Marine products are marketed throughout the United States and around the world. Yamaha Marine Group, based in Kennesaw, Ga., supports its 2,000 U.S. dealers and boat builder partners with marketing, training and parts for Yamaha's full line of products and strives to be the industry leader in reliability, technology and customer service. Yamaha Marine is the only outboard brand to have earned NMMA[®]'s C.S.I. Customer Satisfaction Index award every year since its inception. Visit www.yamahaoutboards.com.

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