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**RV & BOAT SHOWS COMBINE TO FORM MULTI-DEALER
RV & BOAT SALES EVENT**
Sale Starts Friday October 16 at the New Jersey Convention Center

SPRING LAKE, N.J. – (TBD) – The Fall New Jersey RV Sale and the Fall New Jersey Boat Sale have been combined. The newly integrated 21st Annual New Jersey Fall RV & Boat Super Sale will take place Oct. 16-18, at the New Jersey Convention Center. This year’s sale will feature recreational vehicles, travel trailers and lightweight towables alongside sport boats, pontoons, personal watercraft and more.

“The combination of the boat and RV shows was a good fit because we have so many outdoor recreation enthusiasts in the region,” says show manager, Harry Lutz. “We saw this as a great opportunity to bring boat and RV enthusiasts out to shop for their needs, while also exposing them to another form of recreation that they might enjoy. We will host an array of RV and boat dealers representing numerous manufacturers from across the region at this warehouse-style end-of-season sale. There will truly be something for everyone who attends this year’s show.”

More than 20 dealers from around the NY and NJ regions will be aggressively pricing new 2009 units, pre-owned units and even some of their new 2010 models. “They will be eager to sell their inventory, offering some of the year's best sale prices,” states Lutz. This year’s show will also feature boat and RV accessories and equipment, maintenance services, marina services and RV campground information.

Trade-in assessment and on-site financing information will be available. RV buyers who meet income requirements will also be able to take advantage of the new federal stimulus plan that provides for a deduction of sales and excise taxes on the first \$49,500 of a new motorhome purchase.

The popularity of RV traveling has continued to increase through the recession, and for good reason. A recent industry survey has uncovered what RVers have always known – traveling

in an RV saves money. In the latest biannual Campfire Canvass survey of RV owners, conducted by the Recreational Vehicle Industry Association, 55 percent of surveyed respondents intend to use their RVs more this year than last, and 45 percent are considering another purchase.

A primary reason why so many RVers will be traveling — and even buying in this economy — this spring/summer is that they appreciate the value they get compared to flying, driving and staying in hotels. “RV travel continues to appeal to people looking to save money,” says Richard Coon, RVIA president. “By having their home-on-wheels with them, RV owners receive a bigger bang for their buck.”

For those who have been planning to purchase a boat, this year’s economic downturn comes with a silver lining. Slower sales mean more boats are on the market and many dealers, eager to rid themselves of inventory, are offering unprecedented deals. There may never be a better time to buy. “Regardless of the state of the economy, boaters continue to be passionate about their desire to be out on the water,” says Lutz. “Attending a boat show is still the top choice for anyone looking for a good deal on a boat, boating supplies or boating services.”

Friday, Oct. 16 is Public Service Day at the sale. In appreciation for their service, Affinity Events will give free admission to all members of the military as well as police officers, fire fighters, teachers and all other municipal employees who attend the show that day. This offer is limited to one ticket for each person with a military or municipal ID.

In partnership with The Community FoodBank of New Jersey, all sale attendees who bring a canned or packaged food item will receive \$1 off the price of admission. Most wanted food items include canned meats, fish, chili, fruit, vegetables as well as peanut butter and boxed meals. Glass containers and cellophane should be avoided. All attendees will be able to register to win a new Keystone RV in the *Live Your Dreams Sweepstakes*, along with a variety of other prizes.

The 21st Annual Fall New Jersey RV & Boat Super Sale will take place at the New Jersey Convention & Exposition Center Oct. 16-18, 2009. Show hours are Friday 1-8 p.m.; Saturday 11 a.m.-8 p.m.; Sunday 11 a.m.-5 p.m. Tickets are \$8 for adults, \$7 for seniors (on Friday only), \$6 for kids ages 12-17 and free for kids ages 11 and under. Discounted online tickets are available on the show web site. Parking at the event is free. For more information, visit www.agievents.com or call 800-441-0013.

About Affinity Events

Affinity Events, www.aginevents.com, is a division of Affinity, which owns and operates recreation-focused consumer shows throughout North America. The division currently produces shows serving the RV, boat, snowmobile, ATV, home and garden, and ice fishing markets.

Affinity, www.affinitygroup.com, is the nation's largest provider of outdoor clubs, services, media and events that service the safety, security, comfort and convenience needs of the North American recreational vehicle (RV) and outdoor enthusiast market. By providing information, insights, and resources, the company champions the fun, freedom, and adventure of recreation in motion. The company works to enhance its customers' recreational experiences and build the communities that share and promote their fun and adventurous lifestyles.

Affinity is organized into four different business units – Affinity Media, Affinity Clubs, Affinity Events and Affinity Ventures. Corporate headquarters are located in Ventura, Calif. Subsidiary operations and divisions can be found at multiple locations throughout the United States.

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