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Press Release

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Curd Buoy Unveils New Dock Bumper for 2011 Summer Boating Season – Portion of Sales Goes to the Hospice Foundation of Charleston

Carole's Dock Absorber™ provides maximum durability and protection for boat and dock

MOUNT PLEASANT, SC – JUNE 21, 2011 – CURD ENTERPRISES, INC. - Over the past year, engineers at Curd Buoy have been inspired to produce a durable and reliable dock bumper. This July, Curd Buoy will introduce a new line of dock bumpers and will debut the first product of the series, Carole's Dock Absorber. The 36 inch long dock bumper will provide optimal protection for boats and docks, as well as shock absorption against high impact. The bumper is constructed of UV resistant rubber blended with polyethylene. Its durability is guaranteed and it will not deflate or lose shape. Curd Buoy intends for the bumper to have universal applications, but recognizes that it will be especially effective for newer boats with exaggerated bow flare. With its unique wrap-around lip, the dock bumper can be permanently installed on docks. The material is mildew resistant for a continuous clean look and the bumper is non-marring against your dock or boat. Carole's Dock Absorber is available in gray and can also be customized to display any preferred logo or lettering.

"This bumper will provide boat owners a 'cushion' for their boats, as well as their docks. The bumper will be installed on the dock and will not 'ride up' as fenders do. With our tides and currents, often fenders will ride up and not be as effective as our protective device," said Deborah Herbert, Curd Enterprises' President. Herbert's vision for the bumper stemmed from personal experience with ineffective fenders that fail to do what Carole's Dock Absorber does. After extensive testing in Edisto, Hobcaw Creek and Paradise Island on the Wando River in Mount Pleasant, Curd Enterprises was able to create a product that approaches dock protection differently.

Carole's Dock Absorber is dedicated in memory of Carole Curd Keenan, a loved one of the Curd Buoy Family. Carole moved to Sullivan's Island, SC as a young child and enjoyed the beaches and open areas of the island as she grew up. In the spring of 2011, Carole's life was shortened by leukemia. A portion of the dock bumper sales will be donated to the Hospice Foundation of Charleston in honor of Carole's spirit and love for the coastal Carolina area.

Curd Buoy, a division of Curd Enterprises, Inc., in Mount Pleasant, SC, has been building buoys since 1970. Their location in the beautiful coastal South Carolina area affords the company ample opportunity to test each of their models for ruggedness, visibility and durability. Curd Buoy manufactures buoys for use offshore as well as inland. Their buoys and floats are used and recommended by the U.S. Coast Guard, Navy, Army Corps of Engineers, and numerous state and private organizations.

For more information on Curd Buoy or dealer information, please contact Cheri Moody at 843.881.0323, send your inquiry to sales@curdbuoy.com or visit www.curdbuoys.com.

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