



October 5, 2015

To: Chris Howell, International J/24 Class
Fr: Jeff Johnstone

Re: J/24 Report 2015

Dear Chris,

New J/24 activity was quiet in Italy and the USA over the past twelve months. J/Boats Argentina kept things going with three new hulls (#5501-5503). The J/24 was again one of the most popular looked-at models on the J Boats web page. A total of 64,579 unique visitors landed on the J Boats J/24 page on www.jboats.com over the past 12 months. During this same time, 128 different articles mentioning or featuring the J/24 appeared in J/News (or about 2-3 per week). Each article was reposted on J/Boats social media portfolio, including Facebook, Twitter, LinkedIn, which combined reach an audience of 100,000+. We also continued to feature the J/24 as a new model on the website and in full-line product brochures distributed at all the major North American and most European boat shows.

It's been great to see continued strength at the fleet levels and well attended major events. We are just starting to get our heads around the fact that next May will be the 40th anniversary of the launching of the original Ragtime. We haven't mentioned anything to Rod Johnstone, but I think a party may be in order!

Yours truly,

A handwritten signature in dark ink, appearing to read 'Jeff Johnstone', with a stylized flourish at the end.

Jeff Johnstone