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For Immediate Release

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Ahoycaptain.Com Posts Record Sales

Online marine retailer has most successful Annapolis Sailboat show in five years

BERKELEY HEIGHTS, NJ — October 15, 2009 — Online marine retailer AhoyCaptain.com reports a record-breaking exhibit at the 2009 Annapolis Sailboat Show for total sales dollars as well as increased booth traffic. The exhibit was the company's most successful since 2006. They also report that post-show orders are up 15% over the same period last year.

Vince Salese, AhoyCaptain's Director of Sales and Marketing believes three key elements contributed to the success of this year's exhibit. "First, while others downsized their exhibits this year due to the sagging economy, we decided to triple our booth size from one to three spaces. This improved the traffic flow in the booth so our visitors didn't feel cramped. Next, we offered a winning mix of products; there was something for everyone – cruisers, daysailors, racers, new sailors and even non-sailors."

But the third and most important element contributing to the success of AhoyCaptain's exhibit was the in-booth presence of manufacturer's representatives from Quick USA, Engel USA and Suncor Stainless.

"Visitors told us that they were impressed by the high profile representatives that were in our booth to answer questions about their products. And we're talking about the CEO of Engel USA and the President of Quick USA – these are heavy-hitters if you ask me. I think this is a "win-win" formula for AhoyCaptain, our customers and our suppliers that we'll be expanding on in the future." said Vince.

AhoyCaptain.com, an online retailer of marine products, serves the recreational boating enthusiast as well as being a certified U.S. Government supplier. Through the buying power of its strategic partners, AhoyCaptain.com offers over 60,000 products at competitive prices with secure online shopping. For more information, or to shop for marine products and supplies, visit the online store at <http://www.ahoycaptain.com> or email: info@ahoycaptain.com.

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