

From: Katie O'Connell [mailto:katie@marinalife.com]
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To: info@marinalife.com
Subject: Press Release: Yachting Magazine and Marinalife to Celebrate One Year Partnership in Fort Lauderdale

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FOR IMMEDIATE RELEASE

Yachting Magazine and Marinalife Celebrate One Year Partnership Anniversary in Fort Lauderdale

BALTIMORE- Marinalife and *Yachting Magazine* announced today they plan to celebrate the success of their joint venture, The Yachting Concierge Club, at the Fort Lauderdale International Boat Show, where the boating world convenes in late October every year. The Club was designed to engage Yachting Magazine readers and offer unique on-the-water-concierge services and after only one year it has been a huge success, bringing boaters of all types together under one club. The celebratory happy hour will take place October 29, 2009 from 5-6 pm aboard the vessel *Showtime* docked at G712.

As *Yachting Magazine* Publisher Ed Baker explains, "Our partnership with Marinalife allows us, through the utilization of their concierge service infrastructure, to get closer to and interact directly with our readers. Their extremely professional and courteous call center staff provides a gateway for our readers to take destination information from our pages and make easy marina reservations online or through a toll free number.

Yachting Magazine subscribers can join the Yachting Concierge Club and have access to the only online and toll-free marina reservation service, an immense database of marina related information, and useful tools such as a trip planner, fuel locator, discounts on dockage and fuel and more. Yachting subscribers can join at four different membership levels, each designed to satisfy an array of boater needs.

Yachting is also offering a 60-day free trial to allow their subscribers to test all of the great services available in the Club. For more information about the club visit: www.yachtingmagazine.com/conciergeclub.

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About Marinalife:

Marinalife offers the boating community the first and only online marina reservation service covering the U.S., Canada, Bahamas, Caribbean, and Central America. Marinalife provides unique on-the-water travel tools and detailed marina information on their web site, www.marinalife.com. Marinalife also produces a quarterly magazine focused on the cruising lifestyle including articles on where to cruise, new marina destinations,

restaurants, and more. For more information on Marinalife, please call 1-800-736-8275 or visit www.marinalife.com.

About Yachting Magazine:

Founded in 1907, Yachting is one of the marine industry's oldest and most respected titles. In each issue, Yachting provides the passionate boater with content that educates and entertains, enhancing their experience. Expertly written articles reflect the spirit of the sea while preserving its traditions. Every month, more than 1.2 million readers enjoy award-winning, visually exciting, coverage of premium yachts, technology, design, seamanship, destinations, electronics, equipment, exotic charter, current events, and the history of the sport.

Media Contact:

Katie OConnell

Katie@marinalife.com

Office: 410-752-0505 ext. 1000

Fax: 410-752-0358