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**For Immediate Release**

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**CoastalSailing.net announces a redirection of focus to CoastalBoating.net  
to better serve the entire coastal boating community**

Mahwah, NJ (March 28, 2006): White Seahorse, Inc, creator of the informative website [www.CoastalSailing.net](http://www.CoastalSailing.net), has announced a redirection from sailing to boating in general to better serve the entire maritime pleasure boating community, whether sail, power, rowing, canoeing, kayaking or just plain “messaging about in boats.” The new URL is [www.CoastalBoating.net](http://www.CoastalBoating.net).

“While in a class to attain our USCG Captain’s licenses, we realized that there is much more in common among the various boating enthusiasts than the perceived divide based on the preferred method of propulsion (sail vs. power),” recounts Alex Blackwell, Executive Vice President for Sales and Marketing. “We all need a place to go to find information about places to go and things to know. While that has been our theme from the outset, we realized we should not preclude any group from what we have to share.” Blackwell notes that power boaters, sailors, and rowers, as well as people living on the coast all share a passion for the sea. “That’s what draws us all together. When you get right down to it, we all love the sea: being on it, in it, or near it.”

“The mission apparently rings true among our viewers as our daily page views having been soaring,” says Daria Blackwell, President. “A year after launch, we have passed the level of 30,000 page views per month, a level many commercial websites would be proud to log.” Blackwell believes the content they provide has filled an important void for the boating community and helps people easily locate the information they need to enjoy their boats and their cruising territory more easily and safely.



The editorial content has grown to a massive number of pages, and includes sections on NE regional destinations, seamanship, cruising with children and pets, book reviews, galley tips, resources to download and make use of, including access to free charts, free books, and free tools as well as literally thousands of links to other sites with related content. CoastalBoating.net has organized available resources in one easy-to-find location on the web. Each topic provides informative original content as well as easy access to additional links on the web. The Top Ten lists every month have also proven popular with viewers, generating significant traffic with each new list posted.

“We are very proud of what we’ve accomplished in just our first year online,” says Alex Blackwell. “We officially launched April 1, 2005, and we have already surpassed all of our initial expectations. We look forward to serving the boating community for a long time to come.”

### **About CoastalBoating.net**

CoastalBoating.net is dedicated to the joy of being on the water in anything that floats. It is an online community resource created and maintained by White Seahorse, Inc. for the coastal resident who enjoys all there is about sailing, power boating, kayaking, canoeing, rowing, and goes out for the joy of it. It's for the day sailor who snatches a lovely afternoon, for the cruiser who drops anchor in a secluded cove, for the racer who loves to get the adrenaline going, for the casual fisherman and for the coastal resident who'd like to learn more about it. It's for all those people who are out there and want to find out what's happening, want to always learn something new, and want to join a community of individuals who share their passion for the sea, and the power and majesty of nature.

The mission of CoastalBoating.net is to provide the best all around experience for boaters who need a local resource guide that covers destinations, services, events, local news, and seamanship skills. Its intention is not to prepare people for the great offshore experience: there are plenty of resources for that. CoastalBoating.net is for all of the rest of us who may dream about a big adventure yet find ourselves perfectly content, if not driven, to experience the waters in our own territory to the fullest. It is for all of us who know that in being on the water there is always something more to learn to and to share with those just getting started or moving up. If CoastalBoating.net can get one more person out there every week, that will be a reward worth having!

For the full experience, visit [www.coastalboating.net](http://www.coastalboating.net), the boater's resource for places to go and things to know™. Please join our mailing list to receive occasional updates on new content.