

COASTAL SAILING



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For Immediate Release

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CoastalSailing.net, a Website Simply Dedicated to the Joy of Sailing™

MAHWAH, NEW JERSEY (August 30, 2005): CoastalSailing.net is an online community resource for the coastal sailor who enjoys all there is about sailing 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, 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 the wind. CoastalSailing.net is provided by White Seahorse, Inc. and is dedicated to the Joy of Sailing™

Sailing resources include in-depth articles on seamanship topics, lists and reviews of books on local coastal cruising destinations, movie reviews, quarterly magazine synopses, restaurant lists, and useful website links. CoastalSailing.net will also provide overviews of products that have been tested by the staff and proven to be superior, innovative, or just plain exceptional for boating applications.

"Every one of us has gone through an experience from which we've learned a lot, whether it's a safety, performance, seamanship, or product experience," recounts Alex Blackwell, Executive Vice President in charge of Licensing and Development for CoastalSailing.net as well as designer and webmaster for the website. "We see a need to publish these experiences as a repository for all to share. I can't tell you how frustrating it has been to find information about such simple things that every sailor needs. The web is a perfect medium for unlimited storage and access. CoastalSailing.net will provide that resource."

"CoastalSailing.net is meant for the sailor who is passionate about getting out on their boat and seizing every moment in his or her own local waters," emphasizes Ms. Blackwell. "The website is not targeted at the live-aboard who is planning a circumnavigation." "CoastalSailing.net will also tackle issues of importance to the environment in which we sail, and provide access to environmentally active non-profit groups to educate the sailing community," adds Mr. Blackwell. "There are aspects of sailing that bind us all together, whether we are primarily racers or primarily cruisers. That's our emphasis."

Sailors: Check out CoastalSailing.net for the latest in sailing resources, gear, or local destinations.

Advertisers: CoastalSailing.net brings your prospects to your doorstep with our innovative personalized free web page.

Visit us at:
www.CoastalSailing.net

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About White Seahorse, Inc.

White Seahorse, Inc. (www.whiteseahorse.com) is a privately-held company dedicated to developing resources and products for the coastal environment, both land and sea. Products developed by the company include the online resource CoastalSailing.net, the Coastal Sailing Logbook, "Joy of Coastal Sailing" (estimated publication date 2006), "The Oyster Cookbook" and other print-on-demand publications and publication services. White Seahorse, Inc. is also a reseller of select product lines featured on Coastal-Sailing.net.

Although initially concentrating on northeast coastal waters, plans for CoastalSailing.net include expansion across the entire North American and European continents, facilitating shared content while customizing for local needs. A Coastal Sailing Club (CSC) is also planned. Members will be provided with preferred benefits including discounts for merchandise and services of local merchants. Anyone interested in advertising or franchise opportunities should contact Daria or Alex Blackwell at 201-512-1700 or visit the website at www.coastalsailing.net. Articles and photographs can be submitted for consideration electronically via an upload page on the website.

Daria and Alex Blackwell are experienced sailors, with a total of more than 70 years of sailing between them (and they are not that old). They have owned a succession of boats, as most boaters' do, graduating to their current passion, s/v Aleria, a Bowman 57 cutter-rigged ketch built in England in 1976. Both Daria and Alex have significant corporate management and marketing experience: Daria as former President of Bozell Global Healthcare and Dugan/Farley Communications, major advertising agencies focused on healthcare, Alex as partner and VP of Starnet Media Group (www.starnet-media.com), a marketing and media production company based in Allendale, New Jersey. Alex and Daria are members of American Yacht Club, and developed the celebrated website, www.americanyc.com, recognized as one of the top yacht club websites in the world, which generates more than 25,000 unique and qualified visits every month in its third year after launch.

