

For Immediate Release

Contact: Alex Blackwell, Executive VP
White Seahorse Inc
P.O. Box 726, Mahwah, NJ 07430
Phone: 201-512-1700
Fax: 201-512-3291
Email: Info@CoastalSailing.net

CoastalSailing.net announces a new Top Ten ranking service to help sailors get more out of sailing resources!

Mahwah, NJ (November 28, 2005): White Seahorse, Inc, creator of www.CoastalSailing.net, the highly informative online resource for the sailing community, announced the formation of a new series of Top Ten lists to help sailors rank services, resources, and activities.

“Our first list ranks ways to charter in the Caribbean and Bahamas,” explains Ms. Daria Blackwell, President. “We created the listing based on a number of factors, including but not limited to Google key word ranking, size of fleet, and overall industry reputation. We hope in the future to conduct online readership polls to supplement the overall rankings.

Surrounding each top ten list will also be editorial that covers the practical aspects of the topic. In November, for example, the editorial focus was on how to go about chartering for the first time potential charterer, as well as what the differences are between the destination choices.

“Our goal is to feature at least one different list each month, updating the lists annually in the month they first appeared,” says Alex Blackwell, EVP Marketing. “The purpose behind the lists is to provide access to the top sailing resources to the sailing public, especially those new to sailing. Since our goal is to get more people out there sailing, we think listing the top resources in every category will encourage more people to try their hand at it.”

Among the top ten lists planned are:

1. November: Top 10 Ways to Charter
2. December:
 - a. Top 10 Yacht Races in the World
 - b. Top 10 Ski Areas in North America for Sailors
3. January: Top 10 Marine Booksellers
4. February: Top 10 Marine Publications
5. March: Top 10 Online Boat Stores/Chandleries
6. April: Top 10 Marina Websites
7. May:
 - a. Top 10 Marine Information Websites (cruising)
 - b. Top 10 Marine Information Websites (racing)



8. June:
 - a. Top 10 Maritime Museums
 - b. Top 10 Gunkholes (East Coast US)
9. July: Top 10 Waterfront Restaurants
10. August:
 - a. Top 10 US Yacht Club Websites
 - b. Top 10 Ex-US Yacht Club Websites
11. September: Top 10 Boat Shows in the World
12. October: Top 10 Yacht Yards (NE Coastal US)

CoastalSailing.net encourages readers to submit their favorites for consideration and to suggest other lists that would be useful to create. We also offer the people or companies listed the opportunity of establishing a link to their website. Please visit www.coastalsailing.net for more information or send an email to info@coastalsailing.net.

About CoastalSailing.net

CoastalSailing.net is dedicated to the joy of sailing. It is an online community resource created and maintained by White Seahorse, Inc. 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. Moreover, it is an invaluable resource to those transitioning from day sailing to coastal sailing, whether racing or cruising.

The mission of CoastalSailing.net is to provide the best all around experience for sailors who would like a local resource guide that covers destinations, services, events, local news, including race results, and seamanship skills. It's for all those people who want to get out there, always learn something new, and join a community of individuals who share their passion for the sea, and the power and majesty of the wind.

Its intention is not to prepare sailors for the great offshore experience: there are plenty of resources out there for that. CoastalSailing.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 sailing there is always something more to learn to and to share with those just getting started or moving up. If CoastalSailing.net can get one more person out there every week, that will be a reward worth having! "Each one, tell one."

For the full experience, visit www.coastalsailing.net.

