

NEWS From BoatU.S.
Boat Owners Association of The United States
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BoatU.S. News Room
at <http://www.BoatUS.com/news/releases.asp>

FOR IMMEDIATE RELEASE

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Mad Mariner Acquires *DIY Boat Owner* Magazine

ALEXANDRIA, Va., October 15, 2009 — Mad Mariner, an independent family of online publications and resources for boaters, has acquired [DIY Boat Owner Magazine](#) from the Boat Owners Association of The United States ([BoatU.S.](#)).

DIY Boat Owner, which was published by BoatUS since 2006, is a quarterly magazine for do-it-yourself boaters, offering expert advice on maintenance, repairs, upgrades and projects.

The purchase adds a print magazine to the Mad Mariner's growing family of online publications, led by [MadMariner.com](#) in English and [MarineroLoco.com](#) in Spanish.

"DIY is the perfect addition to Mad Mariner," said Glen Justice, the company's founder. "Its readers are hardcore do-it-yourself boaters who demand high-quality journalism, and we plan to continue that. We'll work hard to maintain the spirit of the magazine."

[BoatU.S. Magazine](#), the nation's largest boating publication with more than 600,000 readers, will continue to use articles from DIY through a cooperative agreement between the two organizations.

The first issue of *DIY Boat Owner* published by Mad Mariner will be available Nov. 12, and will feature a new look for the magazine and its website. Mad Mariner is also offering special pricing on combined print and online advertising.

DIY Boat Owner was founded by the husband-and-wife team of Jan Mundy and Steve Kalman in 1995. It is sold directly to subscribers and on the newsstand at West Marine stores. The magazine also offers 14 collections of archived articles, available for download or on CD-ROM, as well as a digital edition of the magazine.

For more information, please visit www.DIY-boat.com.

About BoatU.S.:

BoatU.S.—the Boat Owners Association of The United States—is the nation's leading advocate for recreational boaters, providing its 600,000 members with government representation, programs and money saving services. www.boatus.com

About Mad Mariner:

Mad Mariner is an independent family of online publications and resources for boaters, which publishes new articles and information every single day. www.madmariner.com

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