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MAD MARINER INTRODUCES FREE NEWS BOX WIDGET

Online Magazine's News Box Available for Free Placement on Websites

Washington, D.C. – Mad Mariner, an independent online magazine and resource for boaters, announced today the availability of a free News Box widget that marinas, yacht clubs, owner groups or any marine business can use to enhance their websites.

Using reliable RSS technology that is simple to install, the Mad Mariner News Box can increase traffic – and therefore business or sales leads -- by allowing companies to offer magazine features, nautical news, video podcasts, boating tips and blog posts on their sites. Mad Mariner's customizable News Box offers websites additional functionality, without redirecting readers from the original site. The box provides up-to-date information about recreational boating and the issues that surround it, with all feeds updated daily every time new stories are published.

“There is no better way to attract traffic to a website than to add fresh content every single day,” said Glen Justice, founder and editor of Mad Mariner. “The Mad Mariner News Box does exactly that. Marine businesses can install it immediately and it is absolutely free. The News Box illustrates our commitment to deliver innovative online services, both to boaters and the companies that serve them.”

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Mad Mariner, which provides BoatU.S. a news feed for its 650,000 members, makes News Boxes available online, in a format that is easy to install and can be completed in minutes. Users can select one of the standard News Box sizes or create their own custom size. . They can then choose any combination of magazine features, nautical news, podcasts, tips or blogs they would like to provide on their site. News Boxes are 100% safe, have no spyware or tracking of any kind, and Mad Mariner respects the privacy of all users.

Mad Mariner, which is on pace to surpass more than one million unique visitors this year, publishes new stories every single day. While articles are usually available with a free 30-day trial or a paid subscription, access is offered at no charge through the Mad Mariner News Box. To post a free News Box on a website, simply register the site with Mad Mariner at www.madmariner.com/services/news_box, and then choose the content and the size. Mad Mariner will instantly provide a snippet of computer code that users can install by cutting and pasting it onto their own website. For more information on the Mad Mariner News Box or Mad Mariner, please contact 888-256-5011 or visit www.madmariner.com.

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About Mad Mariner:

Mad Mariner is a world-class subscription-based website that publishes new stories every single day. Mad Mariner serves as an independent source of solid information and an advocate for the recreational captain in all forms, taking an inclusive approach to readers who enjoy both power and sail. Created by veteran journalists and boaters, the website provides full-length journalism, honest reviews of boats and equipment and an archive that allows boaters to research topics on demand. www.madmariner.com