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MAD MARINER PARTNERS WITH BOATUS

Online Magazine Announces Collaboration with the World's Largest Association of Recreational Boaters

Washington, D.C. – Mad Mariner, an independent online magazine and resource for boaters, announced today that it has formed a partnership with BoatU.S., the nation's largest association of recreational boat owners, that will help both organizations increase their online services and resources.

Mad Mariner is now providing a custom news feed on the BoatU.S. website, giving members up-to-date information about recreational boating and the issues that surround it. BoatU.S. has provided Mad Mariner with select items from its BoatU.S., Seaworthy and Trailering magazines, and the Association is developing an educational video game based on Mad Mariner's Docking Game, which will be offered online later this year.

Ted Sensenbrenner, a Program Manager for the BoatU.S. Foundation for Boating Safety & Clean Water, has joined Mad Mariner's Advisory Committee and will facilitate further synergy between the two organizations.

"Mad Mariner is a high-quality news site that provides unbiased information to the boating community," said Sensenbrenner. "It is a great partnership and I think it will continue to evolve as we build new and better interactive online services."

Glen Justice, founder and editor of Mad Mariner, said, "A partnership between Mad Mariner and BoatU.S. makes a lot of sense. Both organizations are dedicated to promoting safer boating and the advancement of recreational activities on the water. We look forward to working together to provide high-quality resources to the boating community."

The Mad Mariner and BoatU.S. relationship will benefit boaters affiliated with both organizations. The partnership will provide 650,000 BoatU.S. members access to Mad Mariner's award-winning magazine stories and marine news from the Associated Press via a news feed available to any member who creates their own free, customizable My.BoatUS.com Web site page. Mad Mariner readers will gain access to select stories from three award-winning magazines published by BoatU.S.

Mad Mariner, which is on pace to surpass more than one million unique visitors this year, publishes a new story every single day. Access to Mad Mariner's articles is available with a free 30-day trial or a paid subscription. For more information on Mad Mariner, BoatU.S. and the partnership, please contact 888-256-5011 or visit www.madmariner.com.

Mad Mariner is a world-class subscription-based website that publishes a new story 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