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MAD MARINER PUBLISHES 'HARD FACTS ON SOFTWARE' SERIES

Leading Marine Website Releases Definitive Guide to Navigation Software

Washington, D.C. – Mad Mariner, a leading online resource for independent reviews and in depth articles on boating, announced today that it has published *Hard Facts on Software*, a five-month, 50,000-word series on computer-based navigation and electronic charting. The four-part conclusion to the series, including product recommendations, will be published Feb. 14 and will run throughout the Miami International Boat Show.

Based on interviews, research and rigorous hands-on product testing, the *Hard Facts on Software* series is designed to help boaters make informed decisions about which navigation software best suits their needs. Written by veteran cruising guide authors Mark and Diana Doyle, the series features comprehensive product details and recommendations, written with impressive depth and clarity. Beginning with information on how to get started in computer-based navigation, how to buy a computer and how to obtain electronic charts, the series then offers independent reviews of Mac and PC-based software throughout all price ranges (including free options).

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Each month the series provides in-depth reviews on the leading marine software packages, including Nobeltec's VNS and Admiral, MaxSea Explorer, Mapttech's Chart Navigator Pro, Raymarine's RayTech 6.0 and Rose Point's Coastal Explorer, as well as offerings by TIKI, DigiBOAT, NavSim and more. The result is an unparalleled online reference guide on the subject of electronic charting.

The series' reviews are based on product testing and real experience, as opposed to company selling points, providing boaters with an unbiased source of information and recommendations. Rather than attempt to review every product on the market in a single article, *Hard Facts on Software* covers a specific product each week, allowing the authors to report, in depth, on the subject. The series also devotes substantial content to help less technical boaters get started. "We are very proud of our *Hard Facts on Software* series," said Glen Justice, founder of MadMariner.com. "We believe it is the definitive work on the topic. Our goal was to help boaters by providing them with the solid facts they need to select marine software, rather than corporate claims or dockside hearsay. We have done the trial-and-error work for our readers and are confident that we have delivered a powerful resource."

Pricing and Availability:

Mad Mariner's *Hard Facts on Software* series is available on MadMariner.com/features/software with a free 30-day trial or a paid subscription. The website will publish a summary with recommendations Feb. 14th through the 18th in conjunction with the Miami International Boat Show. For more information on the *Hard Facts on Software* series 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 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

Images are available as a high-resolution JPEGs or TIFFs

For imagery and other editorial requests, please contact:

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