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MAD MARINER WINS NORTH AMERICAN MARINE INDUSTRY WEB AWARD

Leading Marine Website Recognized for Excellence in Design and Content

Washington, D.C. – Mad Mariner, a leading marine website and online resource for independent reviews and in-depth articles on boating, has won the North American Marine Industry Web Award for Outstanding Contribution to the Online Marine Industry.

The Web Award recognizes, “significant contribution to the development of the Internet within the industry.” Sponsored by the National Marine Manufacturers Association (NMMA) and Boats.com, the award’s five winners were announced during the 2008 Miami International Boat Show.

“If there was ever a question I had about what’s happening in the boating community, I know I could find the answer at Mad Mariner,” said Sharon Davison, the CEO of web design firm Red Sky Blue Water, who judged the awards. “They offer an array of services, content and information in one easy-to-navigate location. Our vote went to MadMariner.com because it’s clear that the site’s number-one goal is to offer useful, inspiring content about boats, boaters and boating. With a diversity of image-supported content, this subscription-based site serves a broad boating audience.”

Glen Justice, the founder of Mad Mariner, said, “We are very proud to receive this award. Marine websites are proliferating and we want to lead that charge. Our goal is to be the go-to resource for online information about boating—the boater’s best friend on the Internet. This award shows that our efforts are making some headway toward achieving that goal.”

MadMariner.com had nearly 300,000 unique visitors and roughly 1.5 million page views from June through December of 2007. The site is available with a free 30-day trial or a paid subscription. For more information on the Mad Mariner or its North American Marine Industry Web Award, 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