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SALES CLIMB IN KEY SEGMENTS OF THE SAILING MARKET
-2006 Shaping Up to be a Positive Year for Sailing-

Middletown, RI, July 2006 -- The U.S. sailing industry reports a solid growth in sales in key product niches, coupled with a healthy boost in charter boat vacations. In addition, flexible and innovative new programs have been launched to create easier entry, access and affordability to the sport and lifestyle.

In 2005, the estimated value of sailboat production increases has risen from \$678 to \$719 million dollars. Of particular interest, multihull sailboat production increased by 15% in 2005, approaching their record production highs originally set in 2001, with the biggest percentage of increase in the 36' and larger market. One out of five imports fall into this product category.

Imports of sailboats overall were up 7% from the previous year, with higher profit custom orders enjoying the benefits of a stronger dollar.

These findings were published earlier this year by The Sailing Company of Newport, RI, a division of World Publications LLC, in a comprehensive market study conducted by Rick Walter Market Research Associates.

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2-2-2-2/Sales Climb in Key Segments of Sailing Industry

“In the first half of 2006, we find many of the leading economic indicators and the Consumer Confidence Index up, which is good news for sailing,” said Sally Helme, publisher of *Cruising World* and *Sailing World* magazines. “We’re just starting to see a resurgence following the hurricane claims of 2005 and with gasoline prices being a hot issue, our story is stronger than ever that sailing truly delivers the best solution for boating.”

“In addition, we have noted some interesting trends that include continued growth in junior high, high school and college sailing participation, which is a positive sign for the industry in terms of future growth,” added Helme.

Other trends include the development of larger daysailers due to their simple and easy operation, while the cruiser market continues to expand product features to meet the demands of buyers.

“These days, when you buy a cruising sailboat, you can really expect to enjoy all the comforts of home, from flat screen TVs to fully functional mobile offices,” said Helme.

For those who want to enjoy the benefits of sailing without taking ownership, there are great options available.

Charter sailing vacations, wherein customers can rent a cruising sailboat to operate themselves (bareboat) or with a captain (crewed), continues to be a popular choice for active travelers. In 2005, the estimated volume of the bareboat business booked out of North America was \$75,000,000, up 4% from the previous year. The Caribbean led the market in incremental business, with the Virgin Islands claiming the top destination spot for the third consecutive year.

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3-3-3-3-3-3/Sales Climb in Key Segments of Sailing Industry

Another fast-growing segment of the sailing market is “fractional Sailing,” a concept launched by SailTime Licensing Group of Austin, TX that features local base operators who sell a new Hunter cruiser to an “owner member” and then makes boat usage available for up to 7 additional “members” for a flat monthly fee, with each participant enjoying exclusive sailing time on a reservation basis. Boats are fully maintained, insured and managed by a local base operator, and participants can access the SailTime fleet in other ports of call around the world. In 2005, some 300+ participants were actively engaged in the fractional sailing program, with numerous new bases scheduled to open in 2006. Other similar programs are also being marketed in different regions of the country.

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