

# PRESS RELEASE

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## **New, free online directory unites all marine businesses**

*Two of the UK's leading on-line service providers have joined forces to create the biggest, most versatile marine database on the Internet today. The new directory includes thousands of searchable entries covering boating businesses in the UK and Europe*

Building on the success of its original online directory, Blue Sheets has teamed up with Sailing Networks – the UK's leading social networking site for boaters – to create a bigger resource with much more versatility than current on-line offerings. The result is Blue Sheets 2.0, which has become one of the web's largest, most comprehensive boating databases.

The new directory means that businesses can list themselves for free and develop their own networking and marketing activities, direct to the boating community, without having to pay for the privilege. Business owners can also add and edit their own listing, include logos and add links to their own websites free of charge.

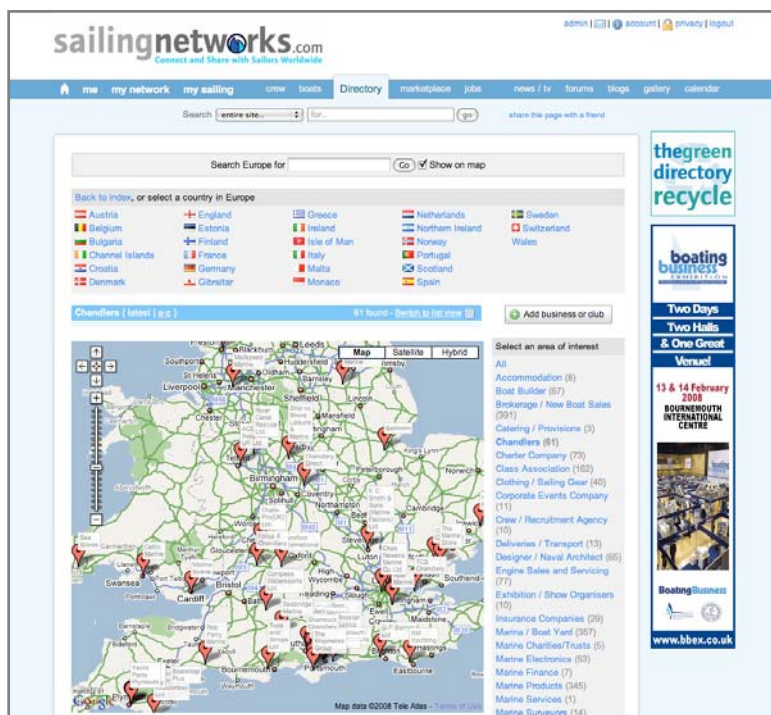
Larger manufacturers can list satellite businesses and develop microsites to ensure that customers are directed to their nearest local dealer or stockist. They can even post press releases to keep customers up-to-date with new products and services.

The on-line directory is also free of charge to users. Customers can visit online at [www.sailingnetworks.com](http://www.sailingnetworks.com) or [www.bluesheets.co.uk](http://www.bluesheets.co.uk) and search for who or what they want by product, service or geographical location. Search results can also be displayed on a map, making it really easy to find exactly what you are looking for.

"This project allows not only Sailing Networks and Blue Sheets but the industry as a whole to move forwards in supplying the most accurate information for the leisure boating market," says Jeremy Pocock, Director of Sailing Networks.

"This is a great opportunity to push our directory further and offer users and businesses more flexibility and features than have been seen in any similar system before," added James Stone, owner of Blue Sheets. "With over 120,000 website visitors per month our system offers real value for businesses and customers alike."

**Screen-grab of the new directory at [www.sailingnetworks.com](http://www.sailingnetworks.com)**



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