

DARKBLUEBOOK the who's who of yacht racing

Contact: David Fuller
Tel: 1 213 784 0878
44 790 097 5413
Email: editor@darkbluebook.com

FOR IMMEDIATE RELEASE

WHO'S WHO OF YACHT RACING 2009 ANNOUNCED Pilote Media Release Details About the Dark Blue Book

London, UK (4-11-2008): Pilote Media, publishers of yacht racing business website yachtsponsorship.com, have announced a new directory of professional sailing. The *Dark Blue Book – the who's who of yacht racing* will be published in early 2009, containing information about key people and organisations from around the world.

“Although competitive sailing has been around for a long time, yacht racing as a professional endeavour is relatively new,” says David Fuller of Pilote Media. “Having launched yachtsponsorship.com earlier this year we have seen a growing number of people who are interested in the business of yacht racing. Other sports like Motor Racing have similar directories and the market for competitive sailing has reached a point where it can support a product like this.”

The directory will feature people and companies who are involved in the business of yacht racing including teams, rights holders, event organisers, sponsors, press and photographers and suppliers. Individuals or companies who wish to be considered for inclusion in the directory can register their submission at <http://www.darkbluebook.com>.

The Dark Blue Book will be available for pre-order from the website in the coming months.

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Notes for Editors:

Pilote Media (www.pilotemedia.com) specialises in marketing using emerging technology as well as traditional mechanisms. The team has experience with global sporting brands in delivering new platforms for activating sponsorship as well as leveraging trends like social networks, viral marketing, online video, user generated content and smarter mobile devices.

YachtSponsorship.com (www.yachtsponsorship.com) is a site dedicated to the business of yacht racing. The site is fast becoming a daily 'must read' for those involved with professional sailing, sponsorship and marketing technology.