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For immediate release

Biggest ever Dubai Boat Show announces Yachting Pages and the Superyacht Owners' Guide (SYOG) as media partners

Dubai's upcoming Boat Show has announced Yachting Pages and SYOG as media partners.

This international superyacht event is the region's undisputed maritime sales platform, welcoming over 26,000 visitors each year. It unites over 5,000 ultra-high net-worth individuals with world-class marine suppliers and distributors over five days from 5th to 9th March 2013.

Julia Budniak, marketing manager at Yachting Pages, said, "We're thrilled to be a media partner at this prestigious event. Our award-winning superyacht directories are used by captains and owners worldwide. We're already found aboard 98% of Mediterranean superyachts, and this important partnership with Dubai is helping us explore the Gulf's burgeoning superyacht sector."

The Dubai Boat Show's superyacht brokerage section is already creating a buzz, and the entire event strives to appeal to all corners of the commercial and leisure marine industry, with a Gulf Boating Conference, a Powerboat Safety Symposium and a host of relevant workshops and seminars to attend.

Organisers are confident that yacht aficionados will flock to view the region's widest selection of boats, including a 40m San Lorenzo, and high-calibre vessels from Princess, Trinity, Sunseeker and Kaiserwerft.

Ian Jones, sales manager with Yachting Pages, said, "We're honoured to be the show's media partner. A broader range of superyacht businesses than ever are taking part, with an increased presence from the USA, Turkey, Hong Kong and Kuwait.

"Enhancements to this year's show include 13 new exhibitors in the Luxury Supplies and Services (LSS) lounge, a new conferencing area and the LSS Media Lounge, which is where clients can meet us to discuss how Yachting Pages and the Superyacht Owners' Guide can help their business reach customers in the superyacht industry."

SYOG is Yachting Pages' premium product – a sleekly sophisticated hard-back book that is personally delivered to a prestigious selection of owners, yacht management companies, high net worth individuals and charter guests – the superyacht owners of tomorrow.

With exhibition space of over 80,000m², the Dubai show promises to deliver a luxury brand packed extravaganza. It features almost 800 international companies from 49 countries who will launch 60 new products and stage 33 world premiers. Firms launching new models include Van Dutch Marine, Hydra Sports, Chris Craft and Hanse Yachts.

For information about Yachting Pages, visit www.yachting-pages.com.

Explore the Dubai Show's Media pages: <http://www.boatshowdubai.com/page.cfm/link=170>

For information about the Dubai Boat Show, visit <http://www.boatshowdubai.com>



Notes to Editors

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Yachting Pages

Yachting Pages is the world's leading superyacht directory. It is produced annually for captains, crew and customers in the superyacht industry in three editions which cover the Mediterranean; the USA and Caribbean; and Australasia. 60,000 directories are distributed annually, often by hand, to superyacht captains, crew and related business in over 90 countries. To get a free copy or find a local stockist, visit: <http://www.yachting-pages.com/getacopy/>. Download e-book versions of Yachting Pages here <http://www.yachting-pages.com/content/digital-books.html>.

www.YachtingPages.com

YachtingPages.com is the world's largest superyacht-related search engine. With over 12,000 verified listings you can search, find and refine everything you need in the superyacht industry from provisioning companies in Cannes to a refit in Florida. It features port and marina information, reviews, news and the e-book versions of its print directories.



Superyacht Owners' Guide (SYOG)

The Superyacht Owners' Guide (SYOG) is Yachting Pages' premium product. A sleek, hard-backed book, it's produced annually and is packed with authoritative features, advice and content for superyacht owners, captains, and key decision makers, with editorial input from the industry's most respected figures.