



FOR IMMEDIATE RELEASE

Media Contact:

Van Perry, Head of Marketing

Phone: (727) 437-5127

E-mail: vperry@mooringsnet.com

New Moorings 54.5 Reflects Trend Towards Larger Charter Yachts

Clearwater, FL (November 9, 2009) – As part of a \$21 million capital investment in fleet additions through next year, The Moorings recently announced plans to add a new flagship, the 5-cabin Moorings 54.5, to its extensive range of luxury charter yachts. Available in 2010, the all-new 54.5 will be the fleet's largest monohull, representing an ongoing trend at The Moorings towards larger, roomier yachts.

Lex Raas, President & CEO of The Moorings commented, "Our market research indicates that today's charter enthusiast is seeking larger yachts with more creature comforts. Our fleet additions through 2010 respond to this trend, with both the new Moorings 54.5 and more Moorings 4600 catamarans entering the fleet worldwide."

Representing the highest standards in semi-custom charter yachts that are provided exclusively to The Moorings through a partnership with Beneteau, a leading yacht manufacturer, the 54.5 has four double staterooms plus a crew's quarters. Packed with features aimed at making sailing easier and more fun, the 54.5 boasts a generator, air-conditioning, electric winches, bow thruster, electric toilets, and an inverter. Dual helms provide superior visibility while under way.

To meet increased demand for the comforts of home, the saloon of 54.5 yachts features an entertainment center with a flat screen TV, DVD player, and MP3 connectivity. A large cockpit, spacious guest cabins, and superior sailing performance make the Moorings 54.5 a standout.

"We believe the new 54.5 will be very popular among our guests," Raas added. "Its introduction to the fleet is an indication of how we continue responding to market trends in the charter industry."

Other popular monohull yachts with similar amenities include the 3-cabin Moorings 43.3, which won the Special Purpose category as *Cruising World's* 2009 Boat of the Year, and the new 4-cabin Moorings 43.4.

For more information about The Moorings fleet, visit www.moorings.com

– END –

Editors Note: As the world's premier yacht charter company, The Moorings has delivered unmatched quality, service and attention to detail since 1969. Sail-it-yourself bareboat yachts, crewed yachts with captain and chef, and power yacht charters are available. The Moorings is owned by TUI Travel, PLC, one of the largest and most successful travel and tourism companies in the world. Trust in TUI: Your vacation is in safe hands.