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The Moorings Honored for Marketing Excellence
by Marine Marketing Association
“Best National Magazine Advertising – Spread” and “Best Product Literature”

Clearwater, FL (November 3, 2009) – The Moorings proudly accepted two of six awards from the Marine Marketing Association’s 2009 Neptune Awards competition at the Ft. Lauderdale International Boat Show. Specifically, The Moorings took first for “Best National Magazine Advertising – Spread” and “Best Product Literature”.

Describing the national advertisement, judges noted how “the overall visual imagery immediately brought readers into The Moorings world of charter vacations, creating a compelling desire to be there ... *right now!*” Offering the industry’s largest catamaran fleet, this advertisement represents the luxurious yachts available to charterers in over 20 destinations worldwide, while showcasing The Moorings award-winning 4000, 4300 and 4600 catamarans.

Exclusively designed for The Moorings, the popular 4600 is their largest sail-it-yourself catamaran and an excellent choice for friends and families seeking an unparalleled cruising experience. This cruiser features a roller-furling genoa, raised helm station, electric windlass, air conditioning and generator. The well-appointed interior boasts four double staterooms, en suite electric heads, separate shower stalls, and well-equipped galley amongst other amenities. As part of The Moorings environmental efforts, solar panels are installed on new 4600s to increase battery life and reduce time spent running the engine or generator for charging.

The Moorings award-winning Crewed Yacht brochure was described as a “first-class travel brochure, which clearly sells the charter vacation lifestyle” through outstanding photography, design and chartering details. With 40 years of experience providing five-star service, a Crewed Yacht charter electrifies the senses with personalized service from a professional captain and chef, water sports, relaxation and excursions ashore. The popular full yacht charter lets cruisers experience the allure of a privately chartered yacht. Alternatively, stateroom packages provide the luxury of a crewed yacht for the price of a single cabin and a fun experience with like-minded travelers. Crewed Yachts are available in select destinations across the Caribbean, Mediterranean, North America, Indian Ocean, South Pacific and Far East.

Visit the most trusted name in chartering, The Moorings, at www.moorings.com!