

# PRESS RELEASE

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## Rose Point Navigation Systems teams up with Atlantic Cruising Club to offer Marina Guides in Coastal Explorer

Redmond, WA, - October 20, 2009, Rose Point Navigation Systems, today announced a partnership with Atlantic Cruising Club, Inc. to offer *Atlantic Cruising Club's Guides to Marinas* within Rose Point's Coastal Explorer navigation software. This is the first time an independent marina guide publisher and electronic navigation software producer have collaborated to make vital planning information easily available in an electronic format that is directly viewable in the navigation software.

*Atlantic Cruising Club's (ACC) Guides to Marinas* cover all of the marinas on the US East Coast and in the Pacific Northwest that accept overnight transient boats of 25' LOA and greater. ACC's boater-biased Guides are the definitive source of marina and "what's nearby" information. The Guides are known for their completeness, accuracy and impartial marina ratings and reviews. The ACC has been gathering and maintaining marina information for the last 12 years. Each marina report contains over 300 fields of information describing the marina and its facilities as well as nearby boatyard facilities, dining and lodging options, provisioning alternatives, recreation and entertainment resources, medical facilities and professionals, and transportation options. Currently there are five Atlantic Cruising Club regional volumes describing over 1,600 marinas in New England, Long Island Sound, Florida's East Coast, The Chesapeake Bay, and the Pacific Northwest. The Mid-Atlantic/ICW will be available later this year and ACC Guides to California and the Northern Gulf Coast are in development.

Coastal Explorer users have two options for displaying the ACC Marina information. A basic level of marina data is offered as a FREE download to Coastal Explorer owners and includes; marina contact information, nearest town, facility information, number and size of slips, basic amenities, and a thumbnail image showing the facility. Coastal Explorer owners can also enable ACC's complete Marina Report by purchasing an ACC book. These reports include everything else that you might need including such items as; VHF contact channels, what's available and where to find it, transportation and medical services listed by distance, and much, much more.

The free data is available to existing Coastal Explorer customers through the Coastal Explorer Network. Users will be able to download periodic updates of the free and paid data. Coastal Explorer users will also be able to post comments about marinas they've visited through the newly released Coastal Explorer Network. The comments are posted to the Community Cruising Guide and add an interesting facet to the ACC data, namely user generated comments and reviews.

"I've been working in the PC based navigation software market for nearly 20 years" Said Jeff Hummel, director of Sales and Marketing at Rose Point Navigation systems. "Many companies have tried to implement third party content like this, but for one reason or another, the business model never worked out. Now, for the first time, users will be able to gain easy access to the best marina guides available. Best of all, all of the ACC-covered marinas are represented by icons on the Coastal Explorer charts and a simple click of the icon brings up the ACC marina info in the Coastal Explorer Browser Panel.

Stop and see the results of the new Atlantic Cruising Club/ Coastal Explorer partnership at the Fort Lauderdale Boat Show, booth 433 in the Accessory Tent.

Rose Point Navigations Systems is a leading developer of PC based navigation systems and produces Coastal Explorer and Rose Point ECS. The company was founded in 2003, by Brad Christian, an ex-Microsoft developer and is located in Redmond, Washington.

For screen shots please contact Jeff Hummel [Jeff@Rosepointnav.com](mailto:Jeff@Rosepointnav.com)