
FOR IMMEDIATE RELEASE:

For more information: Mike Aldridge
Pilot Media LLC
phone (800) 372-8871
mike@pilotmedia.us

Christopher Allen Named Sales Representative
at Pilot Media LLC

CHARLOTTE, NC —(February 19, 2004)— Christopher Allen has joined Pilot Media LLC as a sales representative for the Cape Fear Coast Pilot magazine.

Pilot Media is a Charlotte-based company that publishes the Piedmont Lakes Pilot and the Cape Fear Coast Pilot, full-color, bimonthly magazines for recreational boaters, fishermen and watersports enthusiasts in North Carolina.

Allen is based in Wilmington and will serve advertisers in Onslow, Pender, New Hanover and Brunswick counties. He also will oversee distribution for the Cape Fear edition.

Allen, 33, is a graduate of East Carolina University and has extensive business and marketing experience. In addition to his work with Pilot Media, he is owner of Northwood Designs, a Wilmington-based company that creates and sells original logo-licensed apparel and accessories.

The Cape Fear Coast Pilot is distributed along the N.C. coast from the S.C. state line north to the New River Inlet. The Piedmont Lakes Pilot is distributed in Piedmont North Carolina in a region encompassing seven lakes (Hickory, Norman, Mountain Island, Wylie, High Rock, Badin and Tillery). Both magazines have a circulation of 20,000 and include features, business directories and detailed maps of lakes and waterways in their coverage area.

###

