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Pilot Media LLC Launches New Web Site

CHARLOTTE, NC —(March 4, 2004)— Pilot Media LLC, publisher of two marine-interest magazines has launched its redesigned Web site.

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

The site (www.pilotmedia.us) was developed by Triovisions Interactive, a full-service marketing agency based in Wilmington. The site will provide additional features and enhanced capabilities, as well as Web-only content designed to link the magazines and the Web site.

It will include the Pilot magazines' resource directories, material that complements and expands the magazine stories, interactive surveys and contests, and a variety of marine information, including tides, lake levels and weather. A classified section will serve boat buyers and sellers.

Pilot Media advertisers will receive special targeted Internet marketing, including tile and skyscraper sponsored ads that link from the Pilot site to their site. Pilot Media also will develop special packages to facilitate print-only, Web-only or print-and-Web advertising.

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). The Cape Fear Coast Pilot is distributed along the N.C. coast from the S.C. state line north to the New River Inlet. Both magazines have a circulation of 20,000 and include features, business directories and detailed maps of lakes and waterways in their coverage area.

Triovisions Interactive works in collaboration with clients to develop customized plans and solutions to meet clients' marketing needs. Its services include graphic design, audio-visual production, media planning, Web site design, application development, Internet marketing, strategy and media placements across all media.

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