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PILOT MEDIA ANNOUNCES NEW ASSOCIATE PUBLISHER

Charlotte, NC—(March 3, 2003)—Pilot Media, LLC announces its latest expansion with the hiring of Mary Bridges of Wilmington, North Carolina as associate publisher for the *Cape Fear Coast Pilot - Marine Service and Waterfront Living Guide*. The new magazine is the sister publication of the *Piedmont Lakes Pilot - Marine Service and Lakeside Living Guide*.

Publisher Mike Aldridge says he is excited about the growing demand for a comprehensive resource guide to waterfront living and recreation in the Carolinas and Bridges will play a key role in their efforts to meet that demand.

Bridges brings extensive experience in marketing and sales to her new position. “I am thrilled with the prospect of this opportunity,” says Bridges, “because this isn’t just another magazine. This is a unique resource for visitors and residents who live, work and play around the Carolina coastal waterways.”

Pilot Media, LLC is publisher of *Piedmont Lakes Pilot* and *Cape Fear Coast Pilot*, marine service and waterfront living guides. Published bi-monthly, the magazines provide detailed reference maps of lakes and waterways, listings of marinas and access locations, information on waterside and lake-access communities, and editorial content pertinent to readers interested in life on and around Carolina lakes and waterways.

The publications are distributed free through various area outlets including retail stores, restaurants, convenience stores, and marine services centers, as well as at boat shows and marine trade association functions.

Pilot Media LLC is a member of the *Lake Norman Chamber of Commerce*, a corporate sponsor of the *Catawba Lands Conservancy*, and a corporate member of the *North Carolina Marine Trades Association*.

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