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Pilot Media LLC Names Triovisions Interactive
To Redesign Pilot Media Web Site

CHARLOTTE, NC - (Sept. 24, 2003) - Pilot Media LLC, publisher of two marine-interest magazines, has selected Triovisions Interactive of Wilmington, NC, to redesign the Pilot Media Web site (www.pilotmedia.us).

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.

Pilot Media will be one of the Triovisions clients featured at Triovisions Interactive's gala open house Tuesday, Sept. 30, at Mountainside Gallery at Lumina Station in Wilmington.

The Pilot Media Web site redesign will provide additional features and enhanced capabilities on the site, according to Mike Aldridge, publisher of Pilot Media. "We want our Web site to be the resource that area boaters turn to when they want information about their sport," Aldridge says.

"We plan to make the site more user friendly and create Web-only content that will create a link between the magazine and the Web site," he says. "We also plan to use the site to provide value-added services to our advertisers." The redesign is scheduled for completion in October.

The site 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 links 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 designs and implements customized Web solutions and on-line marketing plans developed in collaboration with the firm's clients. The company provides Web site design, application development, Internet marketing, marketing strategy and media placements across all media.

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