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Contact: Mike Aldridge  
704-372-3131 (o)  
704-726-1743 (c)  
mike@pilotmedia.us  
[www.pilotmedia.us](http://www.pilotmedia.us)

PILOT MEDIA ANNOUNCES NEW ASSOCIATE PUBLISHER

Charlotte, NC—(Jan. 13, 2003)—Pilot Media, LLC announces it's latest expansion with the hiring of Will Maddox 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 Maddox will play a key role in their efforts to meet the growing demand for comprehensive resource guides to waterfront living and recreation in the Carolinas.

Maddox comes to Pilot Media, LLC from his position as advertising sales manager with 'Capturing The Spirit of the Carolinas' magazine. He is co-author of ' Shag - The Legendary Dance of the South' and a former location manager with the film industry.

"I'm looking forward to this opportunity to work for a one-of-its kind, informative and user friendly magazine," says Maddox. "The Cape Fear Coast Pilot is an invaluable tool for boaters, coastal residents and visitors. I've never seen another guide like it. For advertisers, it provides a unique opportunity to get in front of the thousands of people who travel and live around the Intercoastal Waterway."

*Pilot Media, LLC* is publisher of *Piedmont Lakes Pilot* and *Cape Fear Coast Pilot*, marine service and waterfront living guides. The publications contain maps indicating, among other things, marina and access locations complete with the features and offerings of each. 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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