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Sailing News becomes news provider to North American Laser Class

Portland, Ore., July 21, 2010 - Sailing News, an international sailing news service with focus on Olympic classes, one design, youth and disabled sailing, has agreed to furnish a customized news feed to www.laser.org, the Web site of the International Laser Class Association's North America Region (ILCA-NA). Under this agreement, Sailing News, which also is a licensed news provider to the International Laser Class Association (ILCA), will cover all major North American Laser regattas, plus select national and international events.

"Sailing is a global sport and no class has more events and more followers than the Laser," said Tracy Usher, chairman of ILCA-NA. "In an effort to promote the class and the sport, we have ramped up our coverage with a new media site and Sailing News with its daily news feed helps us keep our constituency of more than 2,000 members informed in a timely fashion."

"We are thrilled to serve the content needs of ILCA NA, which manages one of the largest event calendars of any class," said Sailing News founder Beat Stegmeier. "Laser regattas happen around the clock and around the world and are a great vehicle to promote sailing as a participatory sport or as inspiration to newcomers," added US editor Dieter Loibner. "Today's top sailors like Ed Baird, Ben Ainslie, Paul Goodison, Robert Scheidt, Mark Mendelblatt or Andrew Campbell have started their careers in the Laser before finding success in other classes."

About Sailing News

The company was founded in 2005 and publishes four daily news editions in English, French and German. In 2010 Sailing News started a dedicated US edition, www.sailing-news.us. Across all markets, readership continues to grow at an annual rate of 30-50 percent. Sailing News is headquartered in Zurich, Switzerland with offices in Lausanne, Switzerland and Portland, Ore., USA.

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