



For Immediate Release

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SailTime Fractional Sailing is Fulfilling Lifelong Sailing Dreams for Busy Professionals Throughout the World

Tampa, FL – For Jim and Luanne Bosma, sailing had always been an escape -- a brief respite from their busy lives as professionals and owners of several businesses. Their sailing moments came mostly during annual family vacations, and often left the couple yearning for more. Now, thanks to an innovative new concept called “fractional sailing” that’s becoming popular worldwide, their dream of owning their own luxury sailboat has been realized – easier, more economically, and in a smarter way than they had ever imagined.

The Morrison, Illinois couple is now the proud owner of a brand new Hunter 33’ sailboat after years of wanting to own a boat, but not finding the time or the right opportunity to invest in sailing in a way that would fit their lifestyle.

“We’ve given birth to our dream,” said Jim Bosma, 49, proudly. “It’s almost the same feeling as when our children were born...and even better than the feeling I experienced from the two eagles I’ve shot while golfing over 40 years!”

But this beautiful new Hunter cruiser won’t sit in winter storage for months during cold Illinois winters, or languish at some lonesome southern port. Their new boat, named “Andros,” is docked in Tampa Bay, Florida, and is associated with a bustling new marine enterprise called SailTime. The novel venture was founded by New Jersey native George Bonelli and New Zealander Grant Headifen, both avid sailors, who saw a need for making boating easier and more affordable. They introduced the concept of “fractional” sailing, where eight “Members” cooperatively share a boat and each are guaranteed monthly minimum sail times that are managed by unique web-based software designed by SailTime.

The business was launched in Austin, TX, and quickly expanded to 30 bases in North America in its first three years. Two bases in England and one in the Netherlands opened in January 2005. At least 15 more bases around the world are expected to come aboard in 2005.

“Our business growth has been amazing, far exceeding our best projections,” said Headifen. “There are a lot of people who would love to sail, but the time and costs associated with owning a boat can be overwhelming. The SailTime program overcomes those and other barriers, and puts the fun back into boating.”

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The Bosmas were married in 1976 while students at the University of Minnesota, and they bought a small Sunfish sailboat that they carried on their car top and sailed on local lakes in the summer. Weekend sailing expeditions continued when they moved to Iowa, but they gave the boat away to friends when they moved to Illinois in 1980.

Like many professionals, career and child rearing dominated most their lives for the next 20 years, but on vacations, Jim and Luanne always squeezed in a bit of sailing fun with the rentals of day-sailing Hobie cats. With children now grown and in college, the empty-nesters began to look for ways to purchase their very own sailboat. They traveled to the Miami International Boat Show in February 2005 with a plan.

“We thought we were only going to be able to buy a second or third-hand boat, then just leave it down in Miami and hope to get down to sail every couple of months,” said Jim. “We just happened to stop in to the SailTime booth at the show and met the owner of the Tampa Bay SailTime base, who explained how the program works. We fell in love with the concept and signed up right there!”

Bosma says they put a down payment on the brand new Hunter 33 for only about a fourth of the cost they expected to pay for a used boat. By putting the boat in the SailTime program at its Tampa Bay, FL base, they will receive a guaranteed monthly check for the next five years that will more than pay the monthly loan payment. In exchange, they share the boat with up to seven other individuals who have joined simply as “Members” with no ownership involved. Each Member reserves their boating time using the highly advanced SailTime Scheduler™, a proprietary online, real-time scheduling system. Members can make instant reservations or plan up to a year in advance and can even request to swap times with other Members. Time can also be reserved with other SailTime boats around the world.

“We loved the fact that the boat would be located in Tampa, which is closer and cheaper for us to fly to,” said Bosma. “We also liked the total management concept – the fact that our boat would be looked after and maintained while we were away by a professional staff. I researched and found out that a boat has fewer problems if it is used regularly than if it just sits, so we have no problems sharing the boat with others since we are not using it most of the time anyway.”

SailTime also covers the insurance, marina fees, cleaning and repairs for the boat. Marty Town, independent business owner of the SailTime base in Tampa Bay that the Bosmas joined, says the monthly cost for Members is usually less than a day’s charter rate or monthly slip charges for a similar boat.

“The appeal of SailTime is that it’s essentially a highly affordable, turn-key system,” he said. “Members simply point, click, and go boating. When you’re done, you just clean up after yourself, leave the boat, and we take care of the rest.”

According to SailTime’s management team, the Bosmas are typical examples of the over 400 members that are already part of SailTime around the world.

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“Modern families and couples are time pressured, and they’re looking for quality recreation experiences that are easy, quick, and a great value,” said Jonathan Duffy, vice president of marketing for SailTime. “Fractional sailing meets that need, and puts them on the water in an activity that’s relaxing and offers the possibility of adventure.”

SailTime believes their program is a big part of the overall future trend for boating in general, so much so they recently launched the same program for powerboats called SailTime Power™. The company says the market potential for powerboats is 10 times the sail market.

Even those that have limited or no boating experience are being targeted. A training program called “Novice to Captain.” program is available, where Members go through a series of simple theory and practical training systems. Once they are 100% confident in their abilities to skipper the boat and have proven their skill on the water, they are then able to use the boat independently. The Bosmas have completed the training program on their new boat.

“The training program and learning was also important,” said Luanne Bosma, 48. “I like that we learned on our own boat. I learned enough about sailing that I can help or take over if needed. The training was great.”

In early May, the Bosmas finished their training and spent about 10 days sailing in the Tampa Bay area. Their immediate plans are to sail for one full week every other month.

“We have several people that we want to bring down with us and share the joy of sailing,” said Jim. “This is a lifelong dream come true, and it couldn’t have happened so perfectly if it wasn’t for SailTime’s fractional sailing concept.”

SailTime® is the worldwide leader in fractional sailing and power yacht membership that provides economical and intelligent operating and ownership programs to boaters in their local waterways, utilizing real-time online scheduling and management tools. SailTime removes the barriers to enjoying the sport of boating, and is currently operating with 33 bases and a growing fleet of over 50 yachts in North America and Europe. Visit www.sailtime.com for more information.

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