

2010 NEW PRODUCT RELEASES



Tell us about your new products and services being released at the 2010 Sydney International Boat Show so we can get your message to the media. Your product has a much better chance of good media coverage if you get the information to us AS EARLY AS POSSIBLE.

Your products must be new to the market place. Please do not list products that have been shown/seen at other Australian shows.

Company Name: <u>Doyle Sails</u>	Brand of Product: <u>Stratis Sailcloth</u>
Company Representative: <u>Chris Minaster</u>	Mobile contact: <u>+64 21 724548</u>
Website: <u>www.doylestratis.com</u>	

Model / code of the new product: <u>GPx * GPC Stratis Laminates by Doyle.</u>

Description of new product: <u>Custom made Sail laminates for Racing & Cruising yachts from 6mtr to 60mtr</u>

Unique Features / other information: <u>100% custom made for specific yacht to reduce weight & increase performance & durability.</u>

This document is also supplied as an editable Word document on www.sydneyboatshow.com.au/exhibitors/forms.html

Please download this form, fill in the relevant details and email the completed Word document to genua@bia.org.au with the subject line '2010 SIBS Media Information.'

Attachments can include:

1. Press releases (formatted)
2. Press releases (text only)
3. Pictures (high resolution)

Please attach additional pages if required.