

FOR IMMEDIATE RELEASE

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SailLaser Jacksonville Opens its Doors

SailLaser, the premier chain of sailing centers operated by LaserPerformance, is opening another North American location in Jacksonville (Orange Park), FL at the site of the Fleming Island Marina.

SailLaser has been an extremely successful concept in its initial location, Weymouth England. To date, the Weymouth center has served over 10,000 sailors eager to learn how to sail and improve their sailing skills from some of the best coaches in the sport. Other SailLaser locations include: Miami, Chicago, Sydney, Hong Kong, Holland and Scotland. A Newport Beach, CA location is also opening in June and talks are ongoing for new Centers in Dubai and Berlin.

The Jacksonville Center will replicate many of the popular programs from the existing SailLaser Centers. This includes Summer Sailing Camps, Adult and Children's Sailing Lessons, Community Sailing Programs, Racing Clinics, Corporate Programs and Special Events. Available at the Center will be a wide range of LaserPerformance products including Lasers, Picos, Bahias, and LaserPerformance's newest product, the Bug.

"SailLaser Jacksonville's opening will provide a tremendous benefit to the local community. SailLaser is the only sailing center in the Jacksonville area that trains in new LaserPerformance boats and offers programs for new sailors of all ages to continue sailing without the need to own their own a boat." says David Himmel, SailLaser's Director. "Our whole mission is predicated on providing a great on-the-water experience. We want to do our part to shift the paradigm away from sailing being a sport that is too complicated or expensive to participate in. That's a great mission and I am really excited about the potential of SailLaser Jacksonville and our future expansion plan," said Daniel Borrer, SailLaser Jacksonville's Center Manager.

LaserPerformance is the steward of some of sailing's most recognized brands including Laser, Sunfish and 420. LaserPerformance products are actively sold and sailed in over 40 countries worldwide.

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