

**Strategic Alliance for Boating Safety and Program Promotions**  
**By and Between**  
**Coast Guard Auxiliary Association, Inc.**  
**and**  
**Trans World Publishing, Inc.**  
**d/b/a Boating World Magazine**

The Coast Guard Auxiliary Association, Inc. (the "Association") and Trans World Publishing, Inc. d/b/a Boating World Magazine ("Boating World") have mutually consented to work together in a strategic alliance to promote recreational boating safety throughout the United States and to provide incentives and benefits to the U.S. Coast Guard Auxiliary through various promotions and initiatives.

This strategic alliance will include the following:

- a. Issuing press releases and/or publishing articles, where appropriate, in the Association's national publication, *The Beacon*, as well as newsletters, catalogs and other authorized publications of both organizations announcing this alliance.
- b. Notice to all employees, stakeholders and members of the U.S. Coast Guard Auxiliary announcing this alliance will be made in *The Beacon* and newsletters via electronic communication and on the Association's national website. Boating World will give similar notices of this alliance in Boating World Magazine and on its website.
- c. Publishing articles on U.S. Coast Guard Auxiliary missions and programs in Boating World Magazine.
- d. Arranging for free advertisements in Boating World Magazine about the U.S. Coast Guard Auxiliary, its educational products and services aimed at the boating public at large. This will occur at Boating World's discretion whenever advertisement space is available.
- e. At the discretion of Boating World Magazine, publishing articles submitted by members of the U.S. Coast Guard Auxiliary's National Press Corps regarding recreational boating safety, U.S. Coast Guard Auxiliary boating safety courses, Vessel Safety Check (VSC) program and related items.
- f. Boating World Magazine will offer a one-year, free subscription to Boating World Magazine for any student (one subscription per household) who passes a boating safety course offered by the U.S. Coast Guard Auxiliary. Boating World will provide, at their expense, business reply

cards and mailers to the U.S. Coast Guard Auxiliary for this purpose and will be responsible for all subscription processing.

- g. Boating World Magazine will offer a one-year, free subscription to Boating World Magazine to any individual who joins the U.S. Coast Guard Auxiliary (one per household). Boating World will provide, at their expense, business reply cards and mailers to the U.S. Coast Guard Auxiliary for this purpose and will be responsible for all subscription processing.
- h. Coordinating the preparation of a joint annual program promoting National Safe Boating Week.
- i. Promoting *America's Waterway Watch* (AWW) program through articles published and/or the possible distribution of AWW literature inserted in Boating World Magazine.
- j. Establishing links between our web sites to facilitate the exchange of information as well as future electronic commerce through participation on [www.ShopAuxiliary.com](http://www.ShopAuxiliary.com) upon execution of a separate affiliate's agreement.

The following individuals will be the points of contact for this Strategic Alliance:

**Coast Guard Auxiliary Association, Inc.**

Martin L. Phillips, Executive Director  
Coast Guard Auxiliary Association, Inc.  
9449 Watson Industrial Park  
Saint Louis, MO 63126-1522

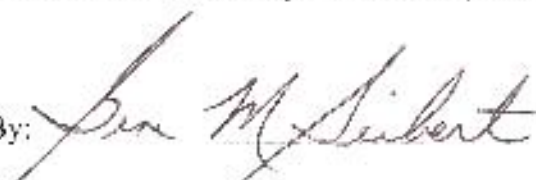
**Trans World Publishing, Inc.**

Steve Rosenberg, Publisher  
Boating World Magazine  
2100 Powers Ferry Rd  
Atlanta, GA 30339


John P. Whelan  
Director - National Marketing Group  
U.S. Coast Guard Auxiliary  
8358 Merrymount Dr  
Nashville, TN 37221-5601

These efforts may be expanded or changed as appropriate. Participation in this alliance is totally voluntary by the undersigned parties and does not constitute a binding contractual commitment, agreement or endorsement.

**Coast Guard Auxiliary Association, Inc.**

By:   
**Gene M. Seibert, President**

**Trans World Publishing, Inc.**

By:   
**Steve Rosenberg, Publisher**

Dated: September 2, 2005

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