

## **FOR IMMEDIATE RELEASE**

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## **ISI Introduces Information Design to Streamline Technology for the Leisure Industry**

### **New Tools to Help Build Boating into a Business**

**June 17, 2008 (Baltimore, MD)** Intertwine Systems today announced it has been chosen to design and build advanced tools for SailTime Licensing Group (STLG.)

SailTime is the world leader in providing hassle-free, fractional boating memberships to all types of boaters, and relies heavily on technology to keep track of members, boats and schedules, and is planning a completely new, “clean sheet” suite of technology functions to “step over” other technology offerings currently in the marine marketplace. SailTime has chosen Intertwine Systems in anticipation that the new systems will not only deliver the current capabilities and functionality, but more importantly, provide a future proof platform with a set of significantly enhanced products, tools and features with which to grow the local businesses both domestically and internationally.

Intertwine has responded by proposing a “Visual Portal” approach, which embraces the best practices of information design. The portal will show SailTime base owners all they need to know about their business at any given time, such as prospect and member information, boating schedules, maintenance requests and many more proprietary features and functions. Members, too, will be treated to a new visual portal interface. The inherent information design ensures that “users can seamlessly find what they want and easily understand it when they get there.”

Wayne Diviney, president of SailTime, said “we believe that technology is one of the essential core competencies of our business, and we are committed to continuously focus on maintaining and enhancing our capabilities” and has chosen ISI because the company is “a very experienced and qualified technology service and development provider. We are pleased with the capabilities, experience and qualifications that ISI brings to us.” After having reviewed working concepts of the new platform SailTime Founder George Bonelli said “I am very excited to be working with a technology provider that will allow us to bring to the marketplace the very technology vision that was originally conceived

and continues to evolve over time”. Bryan Young, president of Intertwine Systems agrees, “We support SailTime’s vision for more and better products and services, and are thrilled to be able to bring a new level of design and services that will uphold their position as the world leader in fractional boating.”

### **About Intertwine Systems**

Intertwine Systems Incorporated (ISI) provides new, web-based technical solutions to clients with both common and complex communication and business process problems. By building “Web 2.0 compatible” web services and applications, ISI helps associations, medical and educational institutions, companies and governments to better connect, educate and serve their members, customers and constituents.

Based in Baltimore since 1998, privately held Intertwine Systems (formerly University Web Services) has transformed the way people in organizations and companies interact. Intertwine tools help “the bottom line” through better productivity and decreased support expenditures while building awareness and improving user's online organizational experience. To date, ISI has provided enhanced web services for over 1 million users around the world. Visit Intertwine on the Web at [www.intertwinesys.com](http://www.intertwinesys.com).

### **About SailTime**

SailTime® is the worldwide leader in fractional sailing and power yachting 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 50 bases and a growing fleet of over 150 yachts in North America and Europe. Visit [www.sailtime.com](http://www.sailtime.com) for more information.