

Media Value: Quantify the Results



Media Outlet	Exposure	Value
Newspaper	<ul style="list-style-type: none"> • 3,784 articles written • 6,764 times mentioned • 1,068 Branded photos • 101 Front Page Headline/Articles • 23 Countries • 4.85 Billion Combined Readership 	Equivalent Advertising Value EAV: \$20 Million USD
Television	<ul style="list-style-type: none"> • 1,433 News Items • 97 Hrs of Broadcasting Time • 1.99 Billion Viewership Worldwide 	EAV: \$20 Million USD
TV Documentaries	<ul style="list-style-type: none"> • 3 Documentaries • On Prime Time TV • In 8 Countries • 35 Million Viewers 	EAV: \$5 Million USD
Internet/Website	<ul style="list-style-type: none"> • 10,000,000 Articles Written • Appearing in 1,500 Sites • 3.5 Mil Branded Images • Over 1 Billion Hits • Over 1 Million E-mails 	EAV: \$2 Million USD
Radio	<ul style="list-style-type: none"> • 1,480 Discussions • 41 Hours of Coverage • 3.4 Billion Listeners • 12 Countries Covered 	EAV: \$5.5 Million USD
Magazines (Sports, Technology, Consumer)	<ul style="list-style-type: none"> • 340 Articles • 113 Branded Photos • 5 Front Covers • 310 Million Readers 	EAV: \$2.5 Million USD
Total		\$55 Million USD

Note: Data reflects one Vendee Globe race team over a period of 3 years, before, during and after the 2000/2001 Vendee Globe.



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Gryphon Solo The Media Power of Sponsorship



2005 Transat
Jacques Vabre



Transat Race 2004



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Media Summary Highlights

The Boston Globe

Saturday, JUNE 5, 2004

Transat finish could be sign of things to come

Sailing
Tony Chamberlain

"This has been my focus for the last five to seven years, but the big goal is Around Alone, which is now being called Five Oceans. That begins in the Fall of '06. So now I have a state-of-the-art boat for that race and two and a half years to get familiar with it and get myself up to speed. So it's Transat this year. Next year it's Bermuda One-Two, Marblehead-Halifax, then a double-handed race from France to Brazil and Five Oceans beginning in the fall of '06"



Joe Harris of Hamilton is attempting his first ocean crossing in the Transat.

SAIL YANKS ACROSS THE ATLANTIC

February, 2006

The outcome of the 2005 Transat Jacques Vabre augured well for U.S. prospect in the Open 50 class when the 5-Oceans Race sets



off from Spain this October. American Joe Harris teamed with British shorthanded vet Josh Hall to win the 50-foot division of the Transat (4,500 miles from Le Havre, France, to Salvador, Brazil), finishing November 24 in 19 days, 9 hours to become the first American ever to win in this Europe-dominated event. Harris will be alone aboard Gryphon Solo for the 5-Oceans.

Sailing WORLD Sailing

WORLD

June, 2004

Starting A Mid-Life Adventure

Harris has raced from Newport to Bermuda 10 times, both fully crewed and short-handed, which he feels will play to his strengths. "When I'm offshore, I'm not nervous or scared," he says, "and I'm methodic when it comes to planning and execution."

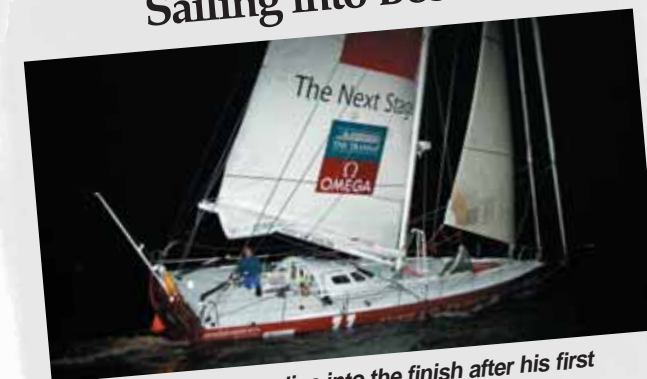


Boston businessman Joe Harris jumps into the world of solo sailing.

THE BEAUTY OF SAIL

August, 2004

Sailing into Boston



American Joe Harris slips into the finish after his first transatlantic race.

BOSTON Herald.com

Saturday, June 19, 2004

Transat has local twist: Americans cross pond together

Est. 1960
THE TRANSAT
The North Atlantic Alone

TRANSAT Jacques VABRE

Sailing WORLD

February, 2006

FIGHTING 50'S—GRYPHON WINS

The rivalry between American solo ocean racers Joe Harris and Kip Stone sparked to life again in the double-handed Transat Jacques Vabre. Harris and co-skipper Josh Hall took the lead when Stone made a pit stop to replace a torn main, leaving him 350 miles behind. However, like nearly every aspect of the race, holding the lead wasn't easy.



Soundings

The Nations Boating Newspaper

September, 2004

Local Solo Sailor Nabs 2nd Place

Harris says he may make minor changes while overhauling the boat, such as lightening the rigging, installing a bigger rudder and changing the daggerboard. He hopes his sponsors will stick with the program. In addition to Wells Fargo, major sponsors are Harris' company, New Boston Fund, and Goulston & Storr. Other contributing sponsors are Harken, Raymarine, Iridium, Samson Rope, Telenor and Doyle Sailmakers.



Harris says singlehanded sailing is both physically grueling and mentally challenging. He lost about 12 pounds during the race and averaged about 3-1/2 hours of sleep a day.

FOR IMMEDIATE RELEASE

American Takes to High Seas in First Foray to Extreme Pro Sailing
Joe Harris to Embark on Solo Race from England to USA

American Sailor to Tackle North Atlantic Solo and then the World
Joe Harris Launches Solo Campaign for The Transat and 5-Oceans with Winning Open-50

Boston Executive Takes the Lead in Extreme Solo Sailing Race
Joe Harris Blasts Past His Rival with a 317 Mile Day

Joe Harris Tackles 2,800 Miles for 2nd Place Victory in The Transat
Boston Skipper Finishes First Solo Transatlantic and Looks to More Miles Ahead

Outside

April 2005

Miles to Go Before I Sleep

By Tim Zimmermann



JOE HARRIS KNEW he was in trouble, even though he was winning the Transat 2004, a masochistic 2,800-mile solo-sailing race from Plymouth, England, to Boston, Massachusetts. Harris, a 45-year-old Boston-based commercial real estate investor, was making his debut in the big leagues of solo sailing and was elated to be in the lead. But beneath the adrenaline, he was exhausted. For almost 24 hours, he had stayed on the deck of Wells Fargo-American Pioneer, his 50-foot sloop, driving it hard through big winds and steep waves—"on the hairy edge," as he would put it later.