

Matchless Adventure & Ease of Ownership Among Distinct Advantages of Purchasing a Residence on *The World* Versus Traditional Yacht

MIRAMAR, FLORIDA – Thrilling global exploration and enrichment, being part of an exclusive community of 200 like-minded adventure seekers, and a matchless lifestyle that eliminates many yacht ownership challenges define the degrees of difference between purchasing an apartment on *The World*, the largest privately owned residential yacht on earth, and mega-yachts appealing to a sophisticated and affluent audience.

Ownership Advantages Abound

For those looking to purchase a yacht to travel around the world, this 644-ft / 196-m Ship is the perfect alternative to individual yacht ownership, offering unsurpassed services and facilities one could not achieve on their own. Common yacht ownership challenges are eliminated with services such as turnkey staffing and logistics and itinerary planning to destinations all over the world – all with outstanding personalized service. Other advantages include reduced costs, since fees associated with maintaining extravagant super yachts are typically overlooked, particularly with respect to general upkeep and fuel, crew and guests, and berthing and dockage.

Yacht Costs Compared to *The World*

The World offers one-of-a-kind experiences to remote and exotic locales around the globe, that although possible for a private yacht, would likely be cost prohibitive and inefficient based on logistics, security considerations, and fuel and other transportation expenses. Typically, maintenance and fuel account for nearly 50 percent of all annual expenditures. Additionally, the number of staff required for a yacht (beyond the captain and chief engineer) increases with the size of the vessel and can include the captain's mate, bosun, deckhands, stewards and engineers. Therefore, an expanded staff means higher monthly and annual expenditures. Costs tend to rise as guests stay onboard and utilize the yacht's services.

Docking and moorage fees are also a consideration. Costs fluctuate based on the number of days the vessel is transient at a location other than its permanent moorage. In addition, few marinas offer permanent docking for these elaborate craft.

The World provides a more cost-efficient opportunity allowing Residents to be free of the hassles of yacht ownership so their time can be better spent discovering the rewarding lifestyle of circumnavigating the planet, the unparalleled cultural experiences, and the deep and enriching sense of community Residents develop with fellow Residents.

Annual Maintenance Fees for *The World*

A yachtsman's annual bill is in stark contrast to that of *The World's* Residents where the cost structure is more streamlined. Beyond the initial outlay for a Residence there are annual maintenance fees based on the square footage of the apartment. These fees include a Resident's share of Ship preservation, operations, and crew compensation.

Bringing Destinations Alive

With a continuous worldwide itinerary that enables *The World* to span the globe every two-to-three years, the Ship is a complete floating city, equipped with high-end facilities and luxurious amenities that create an intimate, refined atmosphere. This exclusive community offers the ultimate combination of luxury travel with world-class dining, custom tours, and enriching cultural events like renowned guest speakers, local dancers and art exhibitions that 'bring the destination alive.'

Upcoming one-of-a-kind expeditions include a history-making 24-day trek through the famed Northwest Passage in 2012 that begins in Nome, Alaska and ends on the Greenland coast; a relaxed sojourn to Melanesia and voyage through its 80 islands with a focus on the tropical green paradise of Vanuatu and a voyage across the Pacific to Polynesia to discover some of its most remote mystical islands, tiny specks of land in this vast expanse.

Through its carefully crafted journeys, *The World* tempts the explorer mindset of Residents who have chosen to discover the treasures of the globe together with the other 130 families who call this distinctive community-at-sea 'home.' The extraordinary experiences are endless, such as:

- Spotting over 100 polar bears on Wrangel Island in Russia's high Arctic;
- Retracing the steps of Sir Ernest Shackleton's epic hike to Stromness on South Georgia Island in the South Atlantic Ocean; and
- Soaring by helicopter over Greenland's glaciers and fjords, untouched for thousands of years and rounding a glacier by zodiac to be greeted with a glass of champagne.

Another benefit of owning on *The World* is the extraordinary gastronomic offerings that far exceed what's available on a traditional yacht – four diverse restaurants, a gourmet deli and outdoor grill offering a range of international cuisine, a European Certified Master Chef, a wine cellar with a capacity for 12,000 bottles, celebrity guest chefs, world-renown winemaker visits and exclusive tastings, and the "Call-A-Chef™" program where meals are prepared in the privacy of an owner's apartment.

About *The World*

Launched in 2002, *The World*[®] is the largest privately owned, residential yacht on earth with 165 luxury Residences. A diverse group of Residents from 19 countries own the homes onboard and share interests in world cultures, history and adventure, and exploring fascinating destinations. They circumnavigate the globe every two to three years following an extraordinary itinerary that they select. In-depth expeditions and one-of-a-kind experiences are complemented by world-class amenities and impeccable service. To learn more about this unique lifestyle call 954-874-3399 or visit www.aboardtheworld.com.

###

Media Contacts:

For additional information or to request images of *The World*, please contact:

In the U.S. and elsewhere – Hilari Graff, Strategic Vision, at (914) 881-9056 or e-mail hgraff@strategicvision.org.

In the U.K. – Jayne Alexander, The Dovetail Agency, at 0207.016.6740 or e-mail jayne@dovetail-agency.co-uk.

March 2012