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31st ANNUAL LIDO YACHT EXPO SET FOR SEPT. 24-27

• *Fall's 'Big Boat' Show is West's Largest Display of Luxury Motoryachts*

The Lido Yacht Expo, California's "All Big Boat" fall boat show, returns to its traditional site at Lido Marina Village in Newport Beach, Calif., Sept. 24-27, for its 31st annual showing.

Lido is an upscale show of big vessels displayed in the water and marketed to upscale buyers. With multimillion-dollar vessels surpassing 100 feet in length, the Lido Yacht Expo has acquired a solid reputation as the West's ultimate big yacht fall show. The event is geared specifically to the big boat market, only featuring vessels 26-feet and larger, and is a gourmet feast for boaters who long for luxury. For boaters in search of the largest and best-equipped vessels for ocean cruising-- a cruiseworthy motoryacht, a serious offshore sportfisher or a long-range trawler -- the Lido Yacht Expo is the perfect venue to find the "dreamboat" they're looking for.

Big boat shoppers can get a first look at brand-new 2010 models making their West Coast debuts and compare their unique features -- along with inspecting a remarkable collection of the region's best ocean-tested brokerage vessels. As technology and amenities available on board improve, some of the larger yachts take on the look of floating five-star hotels. Many now come equipped with multiple plasma televisions, ice-makers, air conditioning, washer and dryer units, multiple showers and whirlpool spas, granite countertops, exotic wood-trimmed interiors, lavish furnishings, control panels that rival those on jets and state-of-the-art navigation systems.

Southern California's top dealers are expected to exhibit more than 250 vessels, which will be open and available for show-goers' personal inspection. The latest electronics, marine accessories, gear and essential yacht services -- including marine financing and insurance -- will be available on site.

A large number of major U.S. and international yacht builders will be represented at the show, including Azimut, Cabo, Carver, Chris-Craft, DeFever, Fleming, Formula, Grand Banks, Hatteras, Luhrs, Mainship, Maritimo, Mikelson, McKinna, Navigator, Nordhavn, Ocean Alexander, Sea Ray, Silverton, Sunseeker, Symbol, Tiara and Viking.

For four days, Sept. 24-27, the big boats will be ready for inspection in the water, at the docks of Lido Marina Village -- located midway between Los Angeles and San Diego, and just minutes from John Wayne Airport -- at 3404 Via Oporto, at the corner of Via Lido and Newport Boulevard, one block south of Pacific Coast Highway.

Show hours are: noon to 7 p.m. Thursday, Sept. 24 and Friday, Sept. 25; 10 a.m. to 7 p.m. Saturday, Sept. 26; and 10 a.m. to 6 p.m. Sunday, Sept. 27. Admission is \$12 for adults and free for children 12 and younger. Free parking and continuous free shuttle service will be provided on Thursday and Friday at Newport Harbor Lutheran Church, 798 Dover Drive; and on Saturday and Sunday at Newport Healthcare Center, 500 Superior Ave., south of 15th Street in Newport Beach.

For more information call Hallie Nicholson at (949) 660-6150 ext. 261, e-mail hallie@goboating.com or visit www.lidoyachtexpo.com.