

PRESS RELEASE

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BOATS.COM AND NMMA HONOR WINNERS OF FOURTH ANNUAL NORTH AMERICAN MARINE INDUSTRY WEB AWARDS

MIAMI – February 14, 2008 – Boats.com and the National Marine Manufacturers Association (NMMA) today announced winners of the fourth annual North American Marine Industry Web Awards competition during the 2008 Miami International Boat Show Media Breakfast. Launched in 2004, the Marine Industry Web Awards recognize the industry’s drive toward higher standards of excellence in Website design and content.

Debra Keene Bergeron, general manager for Boats.com, presented trophies created by Tony Castro, one of the world’s leading yacht designers, to each of the winners in five different categories.

Judges selected to evaluate this year’s Web Award entrants include: Sharon Davison, CEO of Web design and consulting firm, Red Sky Blue Water; Sue Garibaldi, tech editor, *Communication Arts* magazine; Larry Rains, marketing manager, Boats.com/YachtWorld.com; and Fernando Regueiro, director of Internet Services for NMMA.

Best Marine Site Overall

Best Marine Site Overall was presented to MasterCraft Boats (www.mastercraft.com). Summing up the judges’ decision, Garibaldi commented, “The folks at MasterCraft truly understand their audience. With image and video galleries, a library of boating articles, profiles of MasterCraft athletes, a forum and a pro shop, this site has enough ‘extra’ content to ensure repeat visits. But, where it really shines is in providing beautifully simplified access to its line of boats and a boat design tool that couldn’t be easier to use.”

Best Dealer/Broker Site

Legendary Marine (www.legendarymarine.com) received the award for Best Dealer/Broker Site. “This Website excels at lead generation. Many dealer sites seemed to spend too little time highlighting the reasons why people should love boats and boating; Legendary Marine has forged ahead by reminding visitors about the beauty of being on the water,” said Garibaldi. “They’ve done an excellent job of presenting the boater with a wide variety of choices, but we were most impressed by their support services. The site is user-friendly and has many features that encourage repeat visits,” Davison added.

Best Marine Equipment Site

Mercury Marine (www.mercurymarine.com) took home the trophy for Best Marine Equipment Site. “Though an avid boater, I know virtually nothing about engines,” admitted Davison. “Yet with the Mercury site, I believe I could make an informed decision about the right motor for my needs. The site is exceptionally designed and leverages technology well. The side-by-side comparisons were particularly engaging, and Mercury’s passion for engines comes through with a wealth of information made easily accessible through intuitive functionality.”

Best OEM/Manufacturer Site

Judges gave the award for Best OEM/Manufacturer Site to Tigé Boats (www.tige.com). “With an experiential approach, this site, beyond many that we saw, excelled at presenting a boating lifestyle. While other sites had equally good product offerings, this one surpassed them with the addition of engaging imagery, concise well-written copy, and a not-too-heavy-handed approach to the interface,” noted Garibaldi.

Outstanding Contribution to the Online Marine Industry

The panel of judges honored *Mad Mariner*, a boating blog (www.madmariner.com), for the most Outstanding Contribution to the Online Marine Industry. “If there was ever a question I had about what’s happening in the boating community, I know I could find the answer at *Mad Mariner*. They offer an array of services, content and information in one easy-to-navigate location,” said Davison. “Our vote went to MadMariner.com because it’s clear that the site’s number-one goal is to offer useful, inspiring content about boats, boaters and boating. With a diversity of image-supported content, this subscription-based site serves a broad boating audience.”

About Boats.com (www.Boats.com)

Boats.com provides marketing services to boat builders, dealers, brokers and service companies throughout the global recreational marine industry. The Boats.com Website provides consumer access to information, boat listings, financial and insurance products. With more than 143,000 new and used boat listings from more than 5,500 brokers and dealers, Boats.com is the largest concentration of recreational marine industry marketing in the world. Boats.com serves the manufacturers of more than 90 percent of all new boats in the U.S., along with new and used boat listings from dealers and brokers, as well as an ever-growing international presence. Boats.com, based in Seattle, is a business unit of Dominion Enterprises of Norfolk, Va.

About Dominion Enterprises (www.DominionEnterprises.com)

Dominion Enterprises, headquartered in Norfolk, Va., is a leading media and information services company serving employment, real estate, automotive, recreation and industrial markets. The company operates a variety of technology businesses that offer Internet marketing, Website design and hosting, lead generation, CRM, and data capture and distribution services including Advanced Access, PowerSports Network and Dealer Specialties. The company has more than 500 paid and free magazine titles such as *The Employment Guide*, *For Rent*, *Harmon Homes*, *Cycle Trader* and *RV Trader* with a combined weekly circulation of over 5 million, and more than 40 market-leading Websites such as EmploymentGuide.com, ForRent.com, Homes.com, and TraderOnline.com, reaching more than 8 million unique monthly visitors. The company has nearly 6,800 employees and 2006 annual revenue of more than \$850 million. For more information, visit DominionEnterprises.com.

About NMMA (www.NMMA.org)

National Marine Manufacturers Association (NMMA) is the leading association representing the recreational boating industry. NMMA member companies produce more than 80 percent of the boats, engines, trailers, accessories and gear used by boaters in the U.S. The association is dedicated to industry growth through programs in public policy, market research and data, product quality assurance and marketing communications.

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