



## PRESS RELEASE

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### YACHTWORLD.COM AND BOATS.COM AMONG TOP THREE MOST-VISITED SITES IN THE YACHTING AND BOATING INDUSTRY

*Both Companies Honored as Hitwise U.S. Top 10 Award Winners*

**SEATTLE – March 12, 2008 – YachtWorld.com and Boats.com** have both been ranked among the top three most visited Websites in the yachting and boating industry.

Hitwise, an anonymous online usage and search behavior monitoring service, ranked **YachtWorld.com** number one and **Boats.com** number three based on the market share of U.S. visits the sites received during the fourth quarter of 2007.

“The success of **YachtWorld.com** and **Boats.com** is the result of our dedication to constantly enhancing our extensive search engine optimization programs to ensure high rankings in paid and unpaid searches for marine-related terms,” said Ian Atkins, group general manager, **Boats.com/YachtWorld.com**.

“The popularity of both sites translates into a significant value for boating enthusiasts, manufacturers, yacht brokers, dealers, marinas, boatyards and other marine businesses,” said Debra Keene Bergeron, U.S. general manager, **Boats.com/YachtWorld.com**. “Our online communities provide state-of-the-art e-commerce channels that enhance consumers’ boating experience, and ultimately help to grow the sport of boating.”

The Hitwise U.S. Top 10 Awards Program celebrates the most successful U.S. Websites in over 160 online industries. As Hitwise reports on the online usage and behavior of more than 10 million U.S. Internet users, this unique program recognizes excellence in online performance through public popularity.

#### **About YachtWorld.com ([www.YachtWorld.com](http://www.YachtWorld.com)) and Boats.com ([www.Boats.com](http://www.Boats.com))**

Together, **YachtWorld.com** and **Boats.com** are the single most powerful and effective global marketing solution for the boating industry. With over 140,000 new and used boat listings worldwide offered by over 4,000 brokers, dealers and builders in 115 countries, **YachtWorld.com** and **Boats.com** are visited by over 4 million boating consumers every month who click through over 95 million page views.

**YachtWorld.com** is the premier online sales channel for yacht brokers around the world, providing a complete suite of online marketing services through *BoatWizard*<sup>™</sup>, its proprietary back-end tool. **Boats.com** provides marketing and Web services to new boat dealers and builders, and offers a “For Sale By Owner” classified service. Headquartered in Seattle, Wash., **YachtWorld.com** and **Boats.com** have European headquarters in the United Kingdom, with sales offices in Germany, Italy and Russia, and sales representation in Dubai, Australia and China. Both companies are business units of Dominion Enterprises, based in Norfolk, Va.

## About Dominion Enterprises ([www.DominionEnterprises.com](http://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](http://EmploymentGuide.com), [ForRent.com](http://ForRent.com), [Homes.com](http://Homes.com) and [TraderOnline.com](http://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](http://DominionEnterprises.com).

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