



PRESS RELEASE

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YACHTWORLD.COM AND BOATS.COM APPOINT JEFF MOORE AS U.S. SALES DIRECTOR

MICHAEL DAHL APPOINTED DIRECTOR OF OEM AND DEALER PROGRAMS

SEATTLE – Jan. 5, 2010 – Today, the nation’s leading marine Web-based resources, YachtWorld.com and Boats.com, divisions of Dominion Enterprises, announced they had appointed Jeff Moore as U.S. sales director.

Moore was formerly the VP and west group manager for Cox Auto Trader / Auto Mart where he managed the sales revenues for both Auto Mart and Auto Mercado online and print operations. His responsibilities encompassed 35 locally based sales operations in the western U.S. and more than 50 percent of the division’s total revenue. Moore championed and helped launch Automercado.com, the largest Spanish language automotive Web site in the U.S. Moore was also instrumental in the launch of Automart.com, the nation’s largest dealer-only Web site.

“We are indeed fortunate to have been able to tempt a manager of Jeff’s calibre and experience to join our team,” said Ian Atkins, VP and general manager of YachtWorld.com and Boats.com in making the announcement. “His sales management skills and strategic abilities will be a tremendous asset as we continue to grow and develop our sales teams, who these days are much more regionally located, in order to meet our clients’ needs and requirements.” In a separate announcement, Atkins went on to say “I am also pleased to announce that Michael Dahl has been promoted to the new role of director, OEM and dealer programs, and will be leading our sales initiatives in these key strategic areas of our product development programs. Boat builders and dealers are placing a much greater emphasis and priority on promoting their brands online. Michael’s track record of devising, implementing and executing successful programs for these core clients is a tremendous asset for all involved.”

About YachtWorld.com & Boats.com – Together, YachtWorld.com and Boats.com are the single most powerful and effective global marketing solution for the boating industry. With over 160,000 new and used boat listings worldwide offered by over 4,000 brokers, dealers and builders in 100 countries, YachtWorld and Boats.com are visited by over 3.5 million boating consumers every month who click through over 68 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, 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, Washington, YachtWorld.com and Boats.com have European headquarters in the United Kingdom with sales and customer service representation in France, Germany, Italy, Holland, Turkey and Estonia. Both companies are divisions of Dominion Enterprises, based in Norfolk, Virginia.

About Dominion Enterprises - Dominion Enterprises is a leading marketing services company serving the automobile, enthusiast and commercial vehicle, real estate, apartment rental and employment industries. The company's businesses provide a comprehensive suite of technology-based marketing

solutions including Internet advertising, lead generation, CRM, Web site design and hosting and data management services. The company has more than 45 market-leading Web sites reaching more than 16.7 million unique visitors, and more than 450 magazines with a weekly circulation of 4.3 million. Headquartered in Norfolk, Virginia, the company has 5,400 employees in more than 200 offices nationwide. For more information visit www.dominionenterprises.com

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