



## PRESS RELEASE

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### **VIDEO BROCHURES AVAILABLE IN 6 LANGUAGES INTRODUCED BY YACHTWORLD.COM AND BOATS.COM**

*A very effective way to present boats listed for sale that generates more sales leads for Brokers and Dealers.*

**Fareham – July 3, 2008** – YachtWorld.com and Boats.com International, Europe's leading Internet boat sales portals, today announced the introduction of their International Video Brochure available in 6 languages – Dutch, English, French, German, Italian and Spanish.

The Video Brochure's utilize a unique and proprietary technology developed for YachtWorld.com and Boats.com. This technology allows a Video Brochure to be created in around 5 minutes and allows for multiple videos per boat listing. Brokers and Dealers can therefore prepare video's showing key features of the boat they have for sale in the languages of their target markets.

"Video brochures are a very effective way to present boats listed for sale" said Robert Corden, Commercial Director, YachtWorld.com and Boats.com International, in making the announcement "they add action to the listings which draws the visitor in and generates more traffic and leads. This new and unique service is another milestone in our mission to provide the broker and dealer community with the very best products and services."

#### **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 140,000 new and used boat listings worldwide offered by over 4,000 brokers, dealers and builders in 125 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 with total boat listings in excess of 35 billion Euros. Boats.com provides marketing and Web services to new boat dealers and builders, and offers a "For Sale By Owner" classified service. YachtWorld.com and Boats.com have European headquarters in the United Kingdom, with sales and customer service offices in France, Germany, Italy and Latvia, together with sales representation in Dubai, Australia and China. Both companies are business units of Dominion Enterprises, based in Norfolk, Virginia, USA.

#### **About Dominion Enterprises**

Dominion Enterprises, headquartered in Norfolk, Virginia, USA, 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 2007 annual revenue in excess of U\$1 billion. For more information, visit [DominionEnterprises.com](http://DominionEnterprises.com).

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