



PRESS RELEASE

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BOATS.COM/NMMA INVITE APPLICATIONS FOR THE 2009 NORTH AMERICAN MARINE INDUSTRY WEB AWARDS

TWO NEW CATEGORIES – BEST MARINE SITE EDITORIAL CONTENT & BEST MARINE SITE DISCOVER BOATING

SEATTLE – December 1, 2008- Today, Boats.com, www.boats.com, a division of Dominion Enterprises, and the National Marine Manufacturers Association (NMMA), www.nmma.org, announced they are now accepting nominations for the 2009 North American Marine Industry Web Awards. The awards are designed to recognize companies that lead the North American marine industry's drive towards higher standards of excellence in website design and content.

Awards will be given for the following five categories, two of which are new in 2009:

1. Best OEM/Manufacturer Site – For boat manufacturers' websites that demonstrate creativity in design, ease of navigation and up-to-date, relevant content
2. Best Marine Equipment Site – For equipment manufacturers' websites that demonstrate creativity in design, ease of navigation and up-to-date, relevant content
3. Best Dealer/Broker Site – For power or sailboat dealers and brokers websites that demonstrate creativity in design, ease of navigation and up-to-date, relevant content
4. Best Marine Site – Editorial Content (new) – Open to any marine site whose editorial content engages, informs, promotes and compels action
5. Best Marine Site – Discover Boating (new) – Open to any marine site whose content embraces and supports the Discover Boating ethos

"This year, we are pleased to add two new awards—Editorial Content and Discover Boating—to highlight initiatives that are shaping our industry as a whole," says Ian Atkins, V.P. and group general manager for Boats.com/YachtWorld.com. "Boats.com and NMMA wish to recognize and acknowledge the companies in our industry that lead the way in attracting consumers and generating leads, so we may encourage others to do the same."

The judging panel for the 2009 awards is currently being assembled and, once finalized, will include one person nominated by Boats.com, one by NMMA, and three additional Internet professionals with appropriate credentials and experience from outside of the recreational marine industry.

To nominate a company or an individual, complete the online application on the new dedicated Web Awards website, www.boats.com/nawebawards/index.html, which includes all relevant award information. Deadline for applications is January 15, 2009.

Winning companies will hold their prestigious title for one year and will be announced in a special section in the April 2009 edition of *Soundings Trade Only*.

About Boats.com - Boats.com is the single most powerful and effective global marketing solution for new and used boat dealers, boat builders and private-party sellers. In addition to providing an online marketing venue, Boats.com provides back-end marketing tools like lead management, inventory management and data distribution for boat builders and their dealers. Featuring over 140,000 new and used powerboat, sailboat, fishing boat and other listings, Boats.com provides visitors with a wide range of boats to choose from – plus exclusive articles from the world's top boating writers and all the relevant information a boater needs to make a buying or selling decision. Well over one million boating consumers visit Boats.com every month and click through over 20 million page views, making this the recreational boating industry's most popular online destination. Headquartered in Seattle, Wash., boats.com has European headquarters in the United Kingdom. Boats.com is a division of Dominion Enterprises, based in Norfolk, Va.

About NMMA - 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 United States. The association is dedicated to industry growth through programs in public policy, market research and data, product quality assurance and marketing communications.

About Dominion Enterprises - Dominion Enterprises is a leading marketing services company serving the automotive, 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 <http://www.DominionEnterprises.com>.

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