



PRESS RELEASE

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BOATS.COM LAUNCHES A NEW AND INNOVATIVE INVENTORY MANAGEMENT TOOL FOR TRACKER MARINE GROUP

ENSURES TRACKER DEALERS MAXIMIZE ONLINE PRESENCE

SEATTLE – November 5, 2008 – Today, Boats.com, a division of Dominion Enterprises, announced the successful launch of a new and innovative Inventory Management Tool (IMT) for Tracker Marine Group and their 600+ dealer network. The new IMT exports data to the Tracker Marine Group corporate websites and seven portal partners through the use of the NMMA-sponsored MATES data exchange standard.

“Tracker Marine Group is a leader in the online promotion and sales of boats,” said Michael Dahl, director of Sales, Boats.com and YachtWorld.com, in making the announcement. “In minutes, a Tracker dealer is able to create a new or pre-owned boat listing and have that listing sent to Boats.com and several other marine-related websites. This new IMT reflects the commitment that Tracker Marine Group has made to maximize the online presence of their dealers to ensure that they remain ahead in these challenging times.”

Boats.com now provides a number of innovative solutions for boat builders, allowing them to support their dealer networks through the use of web-based applications. These solutions are technological advances that include lead management, data distribution, and website design and creation among others.

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 Dominion Enterprises - Dominion Enterprises, a division of Landmark Communications, is a leading marketing services company serving the automotive, real estate, apartment, recruitment and marine markets. The company operates a variety of businesses that offer Internet marketing, Web site design and hosting, lead generation, CRM, and data capture and distribution services. The company has more than 40 market-leading Web sites reaching more than 12.5 million unique monthly visitors, and more than 500 magazines with a weekly circulation of over 5 million. Headquartered in Norfolk, Va., the company has nearly 6,000 employee's nationwide and annualized revenue of more than \$946 million. For more information, visit <http://www.DominionEnterprises.com>.

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