



## PRESS RELEASE

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### **YACHTWORLD/BOATS.COM EXPAND THEIR SALES TEAM ADD FIELD SALES MANAGERS IN THE NORTHEAST AND MID-ATLANTIC**

**SEATTLE – December 1, 2008** – The nation's leading Web-based marketing solutions for the boating industry, YachtWorld.com and Boats.com, both divisions of Dominion Enterprises, confirmed today the expansion of their sales teams by announcing the appointment of two new field sales managers, Tony Bessinger in the Northeast and Scott Rhodes in the Mid-Atlantic.

"I am very pleased to add Tony and Scott to our sales team," said Jason White, director of business development for YachtWorld.com and Boats.com, in making the announcement. "Each brings a wealth of industry knowledge that will serve our clients well in helping them with innovative and cost effective ways to sell more boats."

Prior to joining YachtWorld.com, Bessinger was the electronics editor for Cruising World, Sailing World, and Power Cruising magazines as well as director of Sailing World's Boat of the Year Competition and associate editor of Sailing World Magazine. Bessinger is based in Jamestown, Rhode Island.

Before joining YachtWorld.com, Rhodes was the Mid-Atlantic regional director and finance specialist for Secured Marine Trust (SMT), a marine finance, escrow, software and extended warranty service group. Prior to working for SMT, he was the sales manager for Islander Boat Center on Long Island. Rhodes is based in Annapolis, Maryland.

**About YachtWorld & Boats.com** - Together, YachtWorld 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 100 countries, YachtWorld and Boats.com are visited by over 4 million boating consumers every month who click through over 95 million page views. YachtWorld 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, 8-10 Furzehall Farm, Wickham Road, Fareham, Hampshire PO16 7JH, United Kingdom Page 2/2

YachtWorld and Boats.com have European headquarters in the United Kingdom, with sales and customer service representation in France, Germany, Italy, Holland and Estonia. Both companies are divisions of Dominion Enterprises, based in Norfolk, Virginia, USA.

**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 more than 43 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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