



## PRESS RELEASE

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### **YACHTWORLD.COM/BOATS.COM APPOINT JOHN BURNHAM AS EDITORIAL DIRECTOR.**

#### ***STARTS AT THE MIAMI SHOW WITH A NEW BOATS.COM BLOG***

**SEATTLE – February 10, 2009** – The nation’s leading Web-based marketing solutions for the boating industry, YachtWorld.com and Boats.com, both business units of Dominion Enterprises, announced today the appointment of John Burnham as editorial director. They will harness his more than 25 years experience and knowledge as a leading boating magazine editor to generate a distinctive and authoritative voice for each website.

“Few editors anywhere involved in boating media have the breadth of experience and vision of John Burnham,” says Ian Atkins, VP and general manager of YachtWorld.com and Boats.com. “People interested in boats haven’t lost their passion just because of tough economic times, and John’s appointment is the key to our strategy to feed their appetites for all things boating. Boats.com provides an unmatched database of new and pre-owned boats for sale supported by more than 1,500 boat reviews together with regular updates on a wide range of boating topics.”

Burnham, former editor of the award-winning *Cruising World* magazine, will represent the websites at the Miami International Boat Show, providing event coverage through the new Boats.com blog. He’ll also be working with outstanding writers including Matt Trulio, Brett Becker, Charles Plueddeman, and Kim Kavin. While Boats.com editorial will cover a wide variety of boating topics, YachtWorld.com will initially promote education and discussion in a special brokers-only editorial area with proprietary market reports.

“As we build magnet communities suited to the nature of each site,” Burnham says, “we intend that boaters will find unique opportunities to learn about, buy, and sell boats with access to the largest databases of boats on the market.” He adds “For all those outside of the marine industry with a passion for boats, Boats.com will provide a connection with their experience of being on the water. In addition to talking all about boats, we’ll demonstrate the fun and excitement of on-water adventures, the tradition of the marine world, the latest technology of boating gear, and the respect we learn for the water environment every time we go out.”

**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 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.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 offices in Germany, Italy and Russia, and sales representation in Dubai, Australia and China. Both companies are business units of Dominion Enterprises, based in Norfolk, Virginia.

**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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