



PRESS RELEASE

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YACHTWORLD.COM AND BOATS.COM APPOINT DICKMAN MARKETING AS THEIR MARKETING CONSULTANCY

SEATTLE – April 14, 2009 – Today, the nation's leading marine Web-based resources, YachtWorld.com and Boats.com, divisions of Dominion Enterprises, announced they had appointed Dickman Marketing Inc., as their marketing consultancy.

"The appointment of Dickman Marketing is an important part of our strategy to develop our role as the most cost effective and efficient provider of online marketing and business solutions for yacht broker and dealer communities worldwide," said Ian Atkins, VP and general manager of YachtWorld.com and Boats.com. "Their unique blend of Internet skills coupled with an in-depth knowledge of the way that yacht brokers and dealers operate will be a tremendous additional resource for our customers."

Dickman Marketing represents the return to agency ownership for Mike Dickman who began his first agency in 1993. Dickman has developed successful advertising and marketing campaigns for Bertram Yacht, Ferretti Yachts, Jtech (pager systems), the ATP World Tour, Pershing Yachts and HMY Yacht Sales. These campaigns included, but were not limited to: traditional print, radio, television, event production and management, co-branding programs and search engine marketing campaigns.

"I look forward to being part of a team that has demonstrated their understanding of the importance of Internet marketing and the opportunities for its clients," said Mike Dickman, president, Dickman Marketing. "Maximizing online return on investment for yacht brokers and dealers is a major element of our brief."

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 divisions 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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