



## PRESS RELEASE

Contacts: James Nolan  
James Nolan Associates Inc.  
+1 (410) 336 2240  
jnolan@jamesnolanassociates.com

Mike Dickman  
YachtWorld.com and Boats.com  
+1 (954) 532 0000  
mdickman@yachtworld.com

### YACHTWORLD LAUNCHES GLOBAL CHARTER PORTAL

**[WWW.YACHTWORLDCHARTERS.COM](http://WWW.YACHTWORLDCHARTERS.COM), A SINGLE, GLOBAL MARKETPLACE FOR YACHT CHARTER**

**SEATTLE – July 21, 2009** – [YachtWorld.com](http://YachtWorld.com), the world's leading Internet yacht brokerage portal and a division of Dominion Enterprises, today announced the launch of [www.yachtworldcharters.com](http://www.yachtworldcharters.com), a single, global marketplace for both the yacht charter industry and individual yacht charterer alike.

Benefits for the charterer include a choice of nearly 5,000 vessels in more than 300 destinations worldwide, together with stories and reviews on both boats and destinations. The new site also offers online pricing, availability and reservations together with the ability to receive special offers the moment they become available.

"The sheer choice of boats and destinations, on a global basis, are what sets YachtWorld Charters apart," said Ian Atkins, VP and general manager of YachtWorld.com and Boats.com, when making the announcement. "No one else comes close. Add to this the 2.5 million global visits by boating enthusiasts that visit YachtWorld each month interested in chartering or buying a boat and you can see why [www.yachtworldcharters.com](http://www.yachtworldcharters.com) is so compelling for both charterers and charter operators."

Benefits for the charter industry include visitor traffic, the ability to manage their inventory on a day to day basis, to display detailed descriptions of each vessel with multiple photographs, provide real time availability and information about special offers, late availability and cruising areas.

"The Internet is a necessary and powerful route to market for charter providers and [www.yachtworldcharters.com](http://www.yachtworldcharters.com) will deliver not only a global audience but also essential functionality to allow them to manage their businesses more effectively day to day. This includes the option to receive charter enquiries directly or have YachtWorld manage the whole booking process for them," said Robert Corden, commercial director, YachtWorld.com and Boats.com International.

**About YachtWorld** - YachtWorld.com is the single most powerful and effective global marketing solution for the boating industry. With over 115,000 brokerage boats worldwide offered by over 2,500 yacht brokerage houses and 10,000 individual yacht brokers in 100 countries, YachtWorld.com receives nearly 2.5 million global visits by boating enthusiasts each month. YachtWorld.com provides a complete suite of online marketing services for its yacht broker members through BoatWizard and SoldBoats, their proprietary back-end tools. Headquartered in Seattle, Washington, YachtWorld.com has European headquarters in the United Kingdom, with sales and customer service representation in France, Germany, Italy, Holland, Turkey and Estonia. YachtWorld.com is a division 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 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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