



PRESS RELEASE

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YACHTWORLD.COM AND BOATS.COM SIGNIFICANTLY IMPROVE THE LOAD TIMES FOR THEIR WEBSITES

Average download times now 34% faster across North America and Europe

SEATTLE – May 26, 2009 – Market-leading marine Web-based resources, YachtWorld.com and Boats.com, divisions of Dominion Enterprises, today announced they had significantly improved the average time it takes a visitor to download their websites. A report by Keynote Systems Inc, a leading performance measurement company, shows that the average load times for YachtWorld.com and Boats.com have improved by 34% across North America and Europe.

"Slow-loading websites are a major frustration to their users and cause them to leave," said Ian Atkins, VP and general manager of YachtWorld.com and Boats.com, when making the announcement. "We benchmark the best consumer sites in the country to maintain our competitive advantage and thus sell more boats."

"There are two primary reasons for this performance increase," added Damir Tresnjo, director of internet technology for YachtWorld.com and Boats.com. "Distance matters, so our first action was to use a content distribution network to place images closer to consumers. The second is that we physically moved our servers from Vancouver, British Columbia, to Norfolk, Virginia, which places them nearer to the majority of our consumers as well. An added advantage is that our servers are now located much closer to the Internet 'backbone.'"

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. YachtWorld and Boats.com have European headquarters in the United Kingdom, with sales and customer service representation in France, Germany, Italy, Holland, Turkey and Estonia. Both companies are business units 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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