



BOATERMOUTH MADE A SPLASH IN MIAMI; SEVEN OF ITS JOURNALISTS RECOGNIZED AS LEADERS IN FIELD

SEATTLE—Feb. 18, 2010 – As announced on February 9, 2010, Boats.com and YachtWorld.com (divisions of Dominion Enterprises) have joined with BoaterMouth in an innovative collaboration bringing the work of a dozen experienced marine journalists to the world's leading marine Web based resources. At the Miami Boat Show a large group of marine marketers joined most of the journalists and several Web site representatives to hear more about this new approach to boating media, and the next day, at the Boating Writers International awards breakfast, seven of the writers underscored the fact that BoaterMouth is already the home of award-winning journalism.

Collectively, Kim Kavin, Ben Ellison, Jeff Hemmel, Lenny Rudow, Diane Byrne, Pete McDonald, and Charles Doane received 13 awards and merit certificates—nearly half of these recognizing a full spectrum of online journalistic efforts.

Lenny Rudow headlined the group, earning 1st and 3rd place in **Fishing**, 2nd place in **Gear, Electronics and Product Tests** and 3rd place in **Electronics**. Kim Kavin, the entrepreneur who first launched BoaterMouth, won 1st place in **Original Online Content** and also picked up a Merit Certificate in **Boating Travel or Destinations**.

Ben Ellison won 2nd place in **Electronics** and a Merit Certificate for **Original Online Content**. Jeff Hemmel won 2nd place in **Ethics and Environment** and 3rd place in **Boating Issues, News and Analysis**.

Diane Byrne earned 3rd place in **Original Online Content**, and Charles Doane received a Merit Certificate in **Boating Adventures**. Pete McDonald was awarded a Merit Certificate in **Boating Issues, News and Analysis**.

Notable among the awards were those received by Kavin, Ellison, and Byrne for work published on Web sites they own and manage themselves. Each of these sites now contributes directly to BoaterMouth at Boats.com, as do personal sites owned by Rudow, Hemmel, McDonald, Doane, and the other five members of the BoaterMouth team.

Articles by BoaterMouth's marine journalists can be read at www.boats.com/boatermouth/ where coverage ranges from power and sailboats to fishing, mega yachts, marine electronics, chartering, cruising, racing, and advice on maintenance and equipment. Boats.com and YachtWorld.com utilize their established online technology to pair this expanded editorial content with related new-boat and brokerage listings, offering the BoaterMouth team's writing to an average monthly audience of 3.5 million boating enthusiasts—more than the combined circulation of every U.S. marine magazine.

By integrating BoaterMouth-branded sections, Boats.com and YachtWorld.com will provide the ultimate boater experience online, such as offering boat-spec information and expert insights, connected and cross-referenced.



About Boats.com and YachtWorld.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 more than 4,000 brokers, dealers and builders in 100 countries, YachtWorld and Boats.com are visited by 3.5 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 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 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>.

About BoaterMouth—BoaterMouth is a leader in bringing expert-written editorial content to boating enthusiasts in new media formats. The brand formally launched in November 2009 and is wholly owned by Imagine Media LLC, which is the New Jersey, USA-based company of longtime marine journalist Kim Kavin. Imagine Media also is the parent company of CharterWave.com, which launched in October 2006 and is the leading worldwide resource for editorial information about the crewed yacht charter industry.

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