



Boats.com and YachtWorld.com partner with BoaterMouth

Market-leading Web sites join forces with industry-leading journalists to create unique online venues with "All the boats, all the stories, all the opinions, all the time"

MIAMI—Feb. 10, 2010—Today, the world's leading marine Web-based resources, Boats.com and YachtWorld.com, both divisions of Dominion Enterprises, announced a long-term agreement that will connect their comprehensive, searchable boat listings with extensive editorial content from 12 of the best marine journalists in the business.

"This partnership recognizes and leads a paradigm shift," said Ian Atkins, vice president and general manager of Boats.com and YachtWorld.com. "People who love the water are online now, looking for boats and high-quality editorial content to go with them. Teaming up with a crew of 12 writers who have the credentials of the BoaterMouth group is an outstanding enhancement for visitors to our sites—and a privilege for us."

Articles by BoaterMouth's marine journalists can be seen at www.boats.com/boatermouth/ and will cover a range of topics, from power and sailboats to fishing, mega yachts, marine electronics, chartering, cruising, racing, and advice on maintenance and equipment. Boats.com and YachtWorld.com will 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.

BoaterMouth.com was launched in November 2009 by Imagine Media LLC and is owned by longtime marine journalist Kim Kavin. She is among the 12 BoaterMouth writers, who include Lenny Rudow, Ben Ellison, Diane Byrne, Pete McDonald, Tom Tripp, Zuzana Prochazka, Jeff Hemmel, Charles Doane, Kimball Livingston, Matt Trulio, and Ed Sherman.

"My hope when I conceived BoaterMouth was not only to work with the colleagues I respect most as marine journalists, but to do so in a way that helps move marine publishing forward in the digital age," Kavin said. "The team at Boats.com and YachtWorld.com shares our vision of connecting with boaters using rich editorial content in new online formats, and we'll be working with them to apply our industry expertise across digital platforms as they continue to evolve."

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. The partnership will also utilize an existing and growing array of social-networking sites, including Facebook, Twitter, LinkedIn and YouTube.

(Editor's note - Biographies of BoaterMouth journalists are shown at the foot of this release)

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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BoaterMouth Writer Bios:

Diane M. Byrne has been covering megayachts since 1993. She writes for *Super Yacht World*, *Boat Exclusive*, and *Ocean* magazine, among others, and is a recipient of the Clarion Award for Best Feature Writing from the Association for Women in Communications. Diane is the creator of MegayachtNews.org, the leading American-based, independent Web site devoted to sailing yachts and motoryachts 80 feet and larger. Launched in 2007, it has an innovative, multi-faceted approach that includes news articles, newsletters, videos, slideshows, and podcasts. She a founding member of the United States Superyacht Association, a longtime member of the International Superyacht Society, and in February 2010 was elected to the ISS Board of Directors. Diane previously was executive editor of *Power & Motoryacht*.

Charles Doane is an editor-at-large for *SAIL* magazine, where he was a senior editor from 2000 through 2004. Charles also was managing editor at *Offshore* magazine (later called *Northeast Boating*) and associate editor at *Cruising World* magazine. His work has appeared in *Ocean Navigator*, *Sailing*, *Yachting Monthly*, *Yachting World*, *Good Old Boat*, *Points East*, *Cruising Coasts and Islands*, and *The New York Times*. Charles has logged more than 40,000 miles as an offshore sailor, including six transatlantic passages (two as skipper) and some single-handed passages. His website is WaveTrain.net.

Ben Ellison is the senior electronics editor for Bonnier Marine Group, writing specifically for *Yachting* and *Cruising World* magazines. Previously he was electronics editor for *Power & Motoryacht* and *SAIL* magazines, as well as a writer for *Ocean Navigator* magazine and the editor of Reed's Nautical Almanacs. Ben is also the editor/owner of Panbo.com, a marine electronics blog with 80,000 monthly readers worldwide, and he has won several BWI writing awards.

Jeff Hemmel has been covering the personal watercraft, tow sports, and pleasure boat markets for nearly 20 years. The former senior editor at *Watercraft World*, his work continues to appear in *Boating*, *PersonalWatercraft.com*, *Powersports Business*, *Boating Life*, *Motor Boating*, and *Ride*. Jeff has won 18 writing awards from Boating Writers International since 2001 and is an inductee into the International Jet Sports Boating Association Hall of Fame. He won that association's 2008 Lifetime Achievement Award for Outstanding Journalistic Contributions to the sport of personal watercraft racing. Before settling into his career as a writer, Jeff was a top-ranked freestyle competitor in personal watercraft racing. He owns the website RideLiquid.com.

Kim Kavin is the charter editor at *Yachting* magazine, where she served as executive editor from 2000-03. She is the editor of CharterWave.com, which she created in 2006, and of BrokerageBoss.com, which she launched in 2009. Kim also is a regular contributor to Boats.com and MadMariner.com. Previously, Kim spent five years as charter editor at *Power & Motoryacht* and editor of *Voyaging*. In February 2010, she completed her third consecutive term as the elected president of the professional organization Boating Writers International. Kim has won multiple awards for her writing, including the Arlene Award for Articles from the American Society of Journalists and Authors. She is also an award-winning graduate of the University of Missouri-Columbia School of Journalism.

Kimball Livingston is a former senior editor, and now editor-at-large, for *SAIL* magazine. His work also has appeared in *Sailing World*, *Cruising World*, *Sea, Sailing*, *Soundings*, *Seahorse*, *Australian Sailing*, and more. Kimball has competed in milestone editions of the classic distance races in the United States. Over three years, he sailed (and wrote about) the Centennial Transpacific, Centennial Newport-Bermuda, and 100th Chicago-Mac. Kimball has scripted documentaries and was one of the writers of the feature film "Wind," produced by Francis Ford Coppola. His website is Blue Planet Times is at KimballLivingston.com.

Pete McDonald is a contributing editor to *Power & Motoryacht* magazine. Previously, Pete spent 11 years on the editorial staff of *Boating* magazine, where he covered just about every type of powerboat on the water, from tiller-steered skiffs to bluewater canyon runners. He also

managed departments dealing with electronics, fishing, boat maintenance and care, and seamanship. Pete specialized in small, family-oriented boats up to 30 feet. He has won multiple writing awards for his feature stories and columns. Pete also spearheaded several website initiatives at *Boating*, helped develop the concept for the (now defunct) spinoff FishboatMagazine.com, where he was editor from 2006 to 2009, and was a contributing editor to *Salt Water Sportsman* magazine. Pete holds a master's degree from the Columbia University Graduate School of Journalism. He is a fly-fishing blogger at FishingJones.com and the owner of OverboardBoater.com.

Zuzana Prochazka is a U.S. Coast Guard Master with 20 years of boating experience. She is the technical editor for *Latitudes & Attitudes* magazine and a regular contributor to *MadMariner.com*. Her work also has appeared in *Santana* magazine (where she previously was editor), *Circumnavigator*, *Dockside*, *DIY Boat Owner*, *Good Old Boat*, *Voyaging*, *Florida Scuba News*, and the Sunday magazine of the *Los Angeles Times*. Her website is TalkofTheDock.com. Zuzana was inaugurated as president of Boating Writers International in February 2010. She is also chairwoman of the BWI New Products Committee, which oversees judging of new products, gear, and boats on behalf of the National Marine Manufacturers Association and the National Marine Electronics Association. Previously, Zuzana held marketing and management positions with Magellan GPS, Vessel Assist, Nautical Promotions, and BellPort Marinas.

Lenny Rudow's work has appeared in *Boating* magazine since 1995. Between then and now, he has served as the magazine's technical editor, fishing editor, and electronics editor. Lenny currently is a contributing editor to *Texas Fish & Game* magazine, *Marlin* magazine, and *The Fisherman* magazine. Lenny is a graduate of the Westlawn School of Yacht Design who has won 22 writing awards and certificates of merit from Boating Writers International and the Outdoor Writers Association of America. He owns the websites HookedOnFishingBoats.com and GearedUpPublications.com.

Ed Sherman is the curriculum director for the American Boat & Yacht Council, where he is responsible for developing courses and certification programs used by technical and engineering professionals in the marine industry. Before joining ABYC, Ed was chairman of the Marine Technology Department at the New England Institute of Technology in Rhode Island. In addition to his work for the ABYC, he currently owns Sherman Marine, which specializes in marine corrosion analysis and electrical system design consultation. Through the ABYC, Ed provides training for members of the U.S. Navy, U.S. Coast Guard, and National Oceanic and Atmospheric Administration as well as marine service technicians and boat builders from around the globe. Ed is a regular contributor to *Professional Boatbuilder* magazine as well as to *Cruising World* magazine, where he previously was electronics editor.

Tom Tripp is the publisher of OceanLines.biz, a website about passagemaking boats and information, and MarineScienceToday.com, a website about the latest news in marine science. He is also a contributor to *Chesapeake Bay* magazine, as well as an award-winning journalist. Tom has been at sea aboard everything from a 17-foot homemade wooden fishing boat to a 1,000-foot-long, 96,000-ton, nuclear-powered aircraft carrier.



Matt Trulio has covered high-performance powerboating for 15 years. He started with *Powerboat* magazine in 1994 as managing editor, and since then has served as features editor and executive editor. He currently is editor-at-large for *Powerboat* as well as a contributor to Boats.com and *H2O Full Throttle* magazine. Matt's website is SpeedOnTheWater.com. In 1999, Matt won the Moulton T. "Monk" Farnham Award for Excellence in Editorial Commentary from BoatU.S. It is the highest honor given for commentary in marine journalism.