



PRESS RELEASE

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Boats.com goes LIVE at the Birmingham Boat and Caravan Show. *An innovative display featuring over 500 used boats for sale.*

FAREHAM, Hampshire – Feb. 22, 2009 – Boats.com, a division of Dominion Enterprises, today announced that it was going LIVE at the Birmingham Boat and Caravan Show.

Strategically positioned in the centre of Hall 1, stand 1094, [Boats.com LIVE](http://Boats.com) will cover 110 square metres /1184 square feet and will display over 500 boats for sale on high-quality, professional display boards from the following boat brokers and dealers:

Boat Showrooms, CJ Broom, Deacons Yacht Sales, Dickies Boat Sales, HM Yachts, Imperial Motor Yachts, Key Yachting, Le Boat, MGM Boat Sales, MI Cats, Madog Boat Sales, Maiden Marine, Marco Marine, Multihull World, Newark Marine, Nord West, Premier Yacht Sales, Shepherds Windermere, Stirlings Marine, Virginia Currer Marine, Walton Marine and York Marine.

"Boats.com LIVE is a logical extension of our service for boat dealers," said Dan Brown, sales manager, Boats.com. "We have successfully proven this concept with the YachtWorld Broker Village at several U.K. and European boat shows and with the YachtWorld Charter Village at the recent Düsseldorf show where we delivered hundreds of sales leads for brokers and dealers, without the cost and complexity of them having to exhibit at the show."

Boats.com LIVE allows the exhibiting boat brokers and dealers to sell brokerage listings, boats they have in stock or boats which they may not be able to show on their own stand. It provides them with a presence at the show which they can promote to their customers and use as a meeting point. Boats.com LIVE is fully manned by knowledgeable Boats.com team members who help visitors to conduct a search of the boats on display. The resultant enquiries are then sent straight to the boat broker or dealer in question. If the broker or dealer is present at the Birmingham Boat and Caravan Show, the Boats.com team will make every effort to introduce the broker or dealer to the potential buyer.

The Birmingham Boat and Caravan Show takes place February 23 – 28, 2010 at the National Exhibition Centre, Birmingham, United Kingdom. Boats.com LIVE will also be a feature at the British Leisure Show to be held at Windsor Race Course, March 19 – 21, 2010.

An additional benefit will be a unique Boats.com LIVE boats for sale magazine featuring all the participating dealers and brokers which will be widely distributed to visitors at each show.

About Boats.com – Boats.com is the single most powerful and effective global marketing solution for new and used boat dealers, boat builders and private-party sellers. In addition to providing an online marketing venue, Boats.com provides back-end marketing tools like lead management, inventory management and data distribution for boat builders and dealers. Featuring over 125,000 new and used

powerboats, sailboat, fishing boat and other listings, Boats.com provides visitors with a wide range of boats to choose from – plus exclusive articles from the world’s top boating writers and all the relevant information a boater needs to make a buying or selling decision. Well over one million boating consumers visit Boats.com every month and click through over 20 million page views, making this the recreational boating industry’s most popular online destination. Headquartered in Seattle, Washington, Boats.com has European headquarters in the United Kingdom. Boats.com is a division 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>.