



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.com adds 11 international mobile phone friendly Web sites

SEATTLE – Feb. 5, 2010 – YachtWorld.com, the world's leading Internet yacht brokerage portal and a division of Dominion Enterprises, today announced that it has added 11 international mobile phone friendly Web sites to its portfolio.

Optimized for iPhone/iPodTouch, Blackberry (OS4.6+) and Android devices, YachtWorld.com now has mobile phone friendly Web sites in the following countries: Australia, Denmark, Finland, France, Germany, Italy, Netherlands, Norway, Russia, Spain, Sweden, United Kingdom and United States of America. Translated into the appropriate languages, all mobile phone Web sites feature:

- Shortened Contact Seller form
- Greater number of dropdown selection lists on the boat search form
- Image sizes optimized to ensure they load quickly
- Boat images accessible with just one click

When making the announcement, Mike Dickman, director of marketing, YachtWorld.com, pointed out that "Industry trends are suggesting that within the next few years, nearly 50 percent of all Web browsing will occur on a mobile device. In addition it has been stated that the Mobile Internet market will be at least twice the size of Desktop Internet. Given these mobile trend indicators it makes good business sense to have Web sites that meet the needs of those people searching the Internet for our broker clients' products. It benefits both the boat buyer and our clients."

About YachtWorld.com - YachtWorld.com is the single most powerful and effective global marketing solution for the boating industry. With over 114,000 brokerage boats worldwide offered by over 2,400 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](http://DominionEnterprises.com) 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>.

###