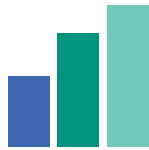


Boat Trader
**DEALER
MARKET
INDEX**



2013 YEAR END

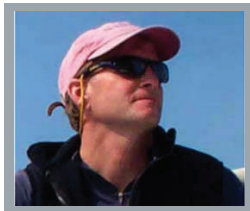
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Seeking Insight

Searches, leads, sales. These are a few of our favorite things! In the *Boat Trader Dealer Market Index*, we look closely at national trends for each as facilitated by boattrader.com, in many cases comparing 2013 numbers with the previous year.

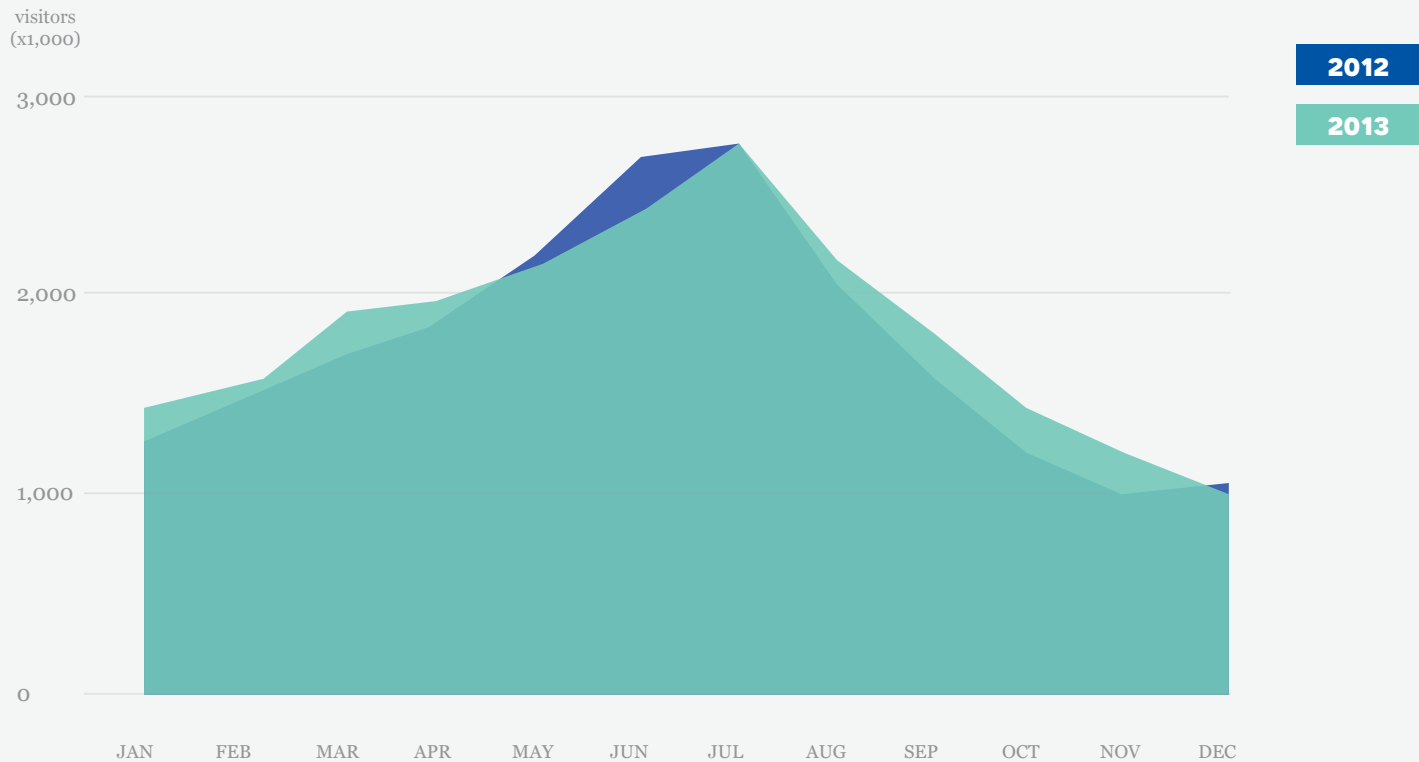
As in our fall *Index*, we not only present a view of the top 25 most-searched boat brands alongside the top 25 for whom the most leads were sent, but with help from Statistical Surveys, we provide data on fiberglass and aluminum sales by brand as well.



We hope you find this year-end edition valuable and appreciate comments and suggestions for improvement.

John Burnham, Editorial Director
john.burnham@dominionmarinemediacom

MONTHLY UNIQUE VISITORS

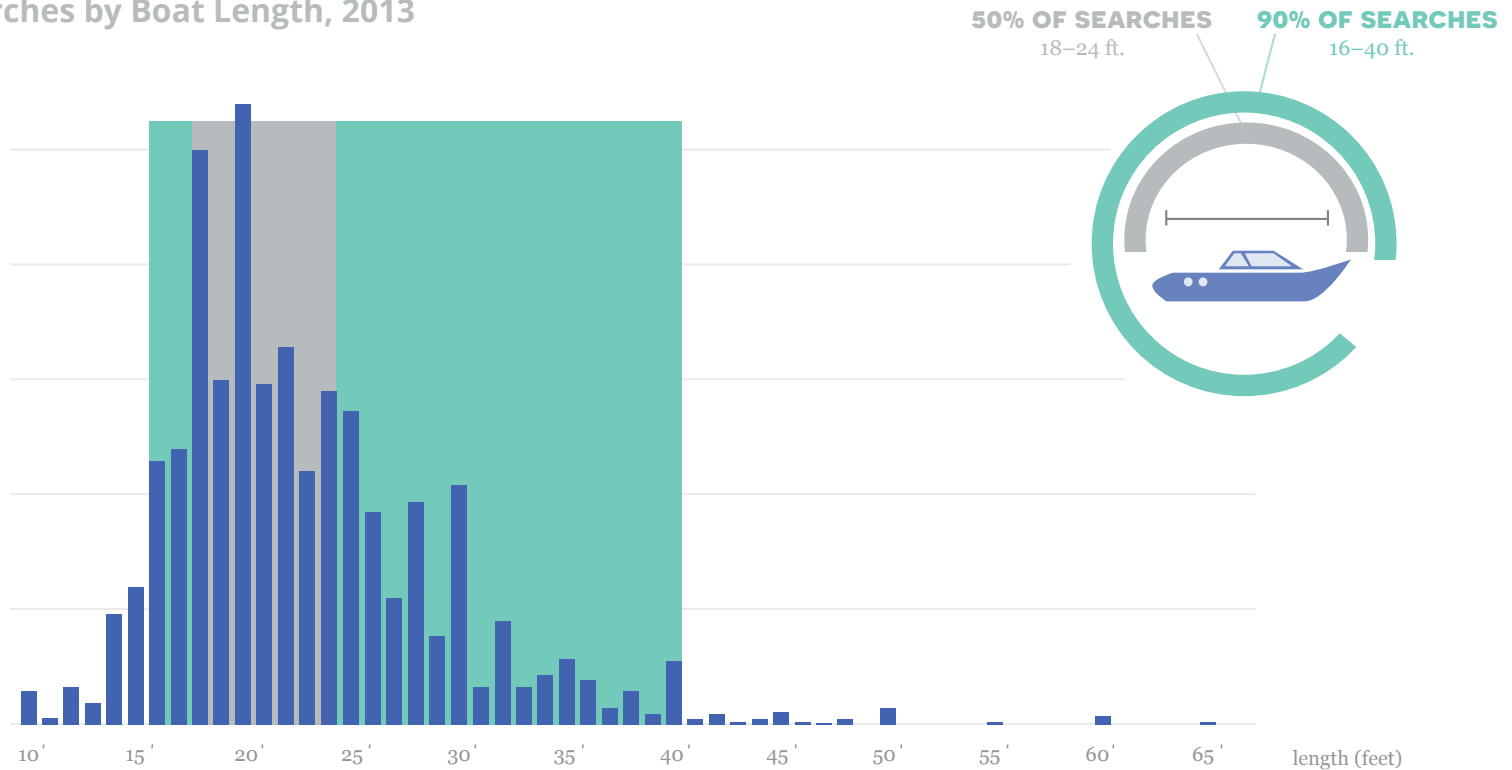


The total number of monthly unique visitors to BoatTrader.com in 2013 was higher than in 2012 for all but a few months in late spring and in December. Nearly 22 million unique monthly visitors arrived at the website, about 800,000 more than in 2012. While those using desktops and laptops still out-numbered those on mobile devices, the number on tablets and smartphones continued to increase, for the year as a whole, to 8.5 million.

SEARCHES BY BOAT LENGTH

In searches in which a length was specified, the searches included boats 16 to 40 feet long, 90 percent of the time. Half of the searches were for boats between 18 and 24 feet. The median length searched for was 22 feet long.

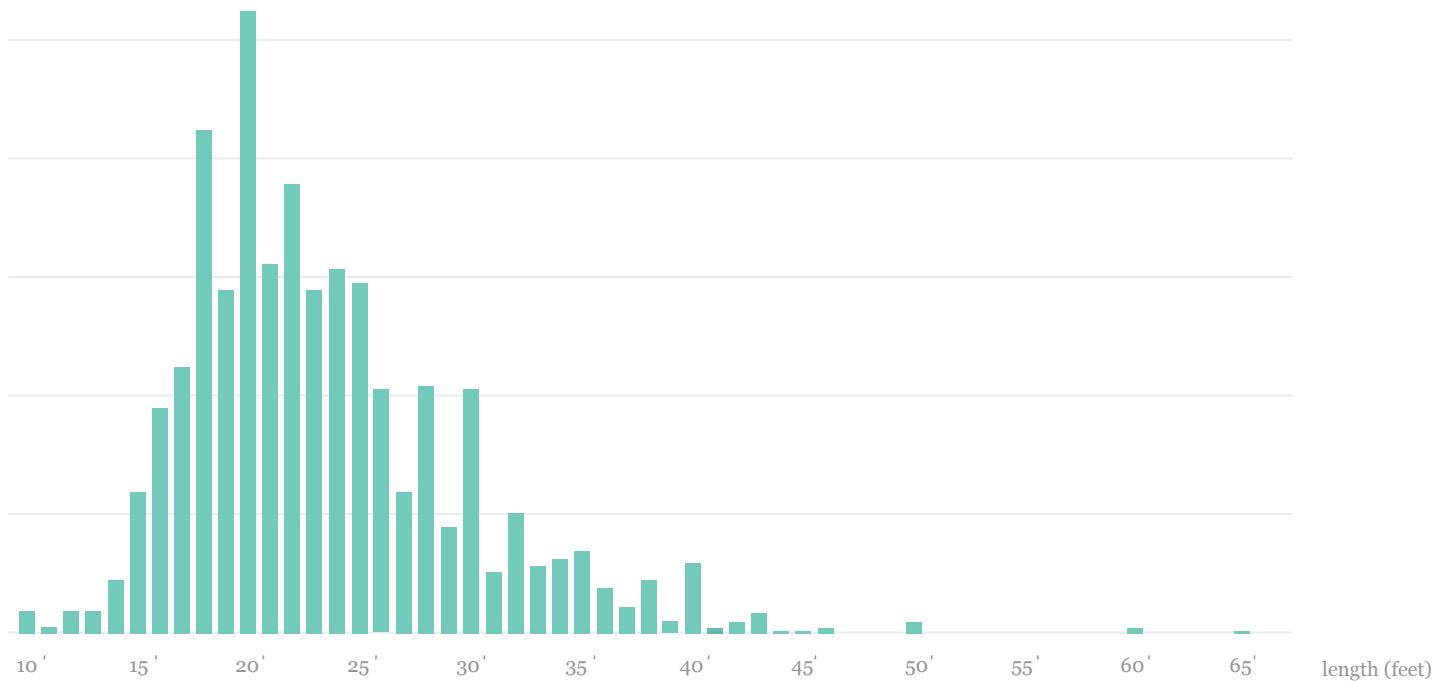
Searches by Boat Length, 2013



LEADS BY BOAT LENGTH

While Boat Trader site visitor searches demonstrated a wide range of interest in 2013, the size range in which the greatest concentration of leads was sent to sellers was between 18 and 25 feet. Generally speaking, these were slightly shorter than the boat lengths most searched for during the same time period.

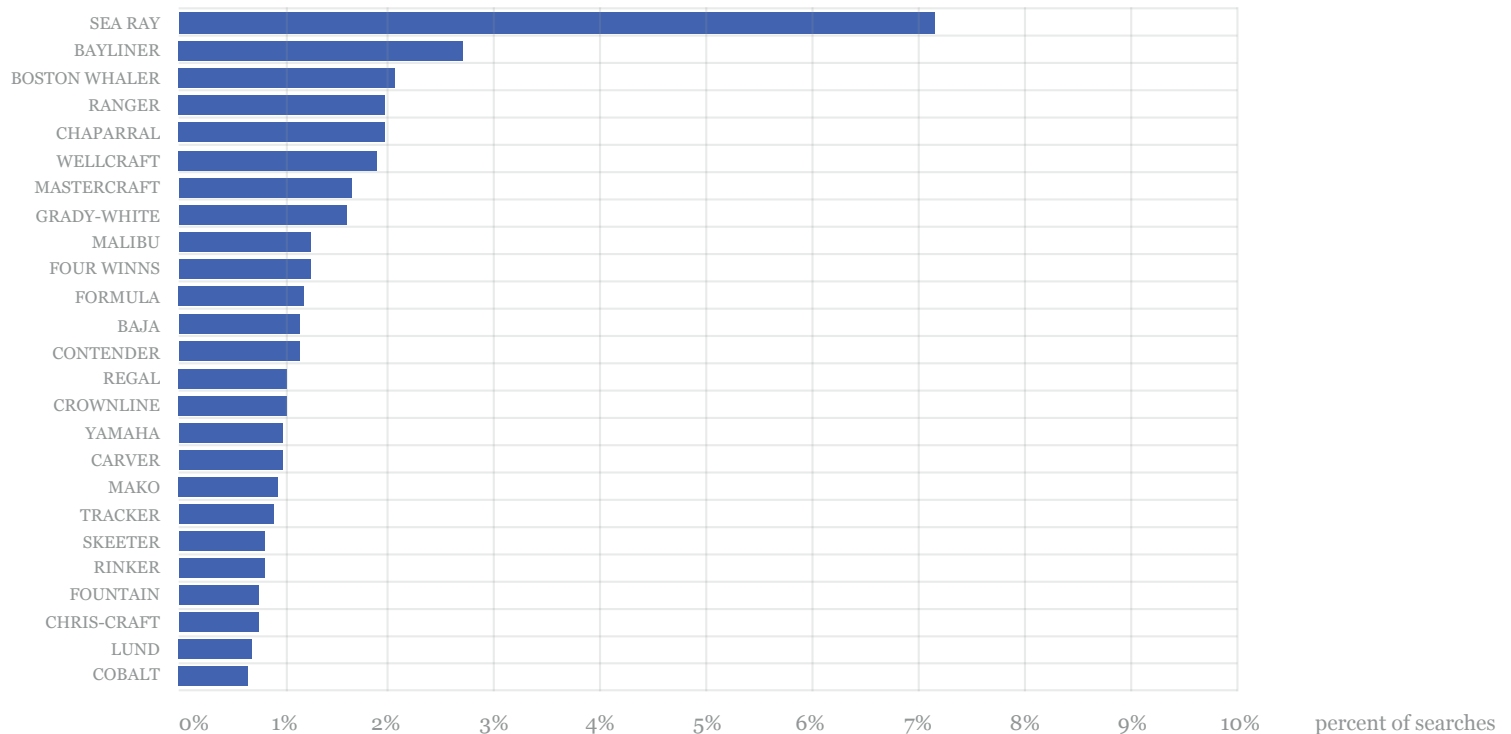
Leads by Boat Length, 2013



SEARCHES BY MANUFACTURER

Visitors to Boat Trader who searched for a boat by a specific brand chose Sea Ray more than 7 percent of the time; Bayliner ranked second at 2.6 percent. Boston Whaler, Ranger, and Chaparral rounded out the top five with between 1.8 and 2 percent of searches. Moving up two places or more since the summer rankings were Formula, Contender, and Fountain.

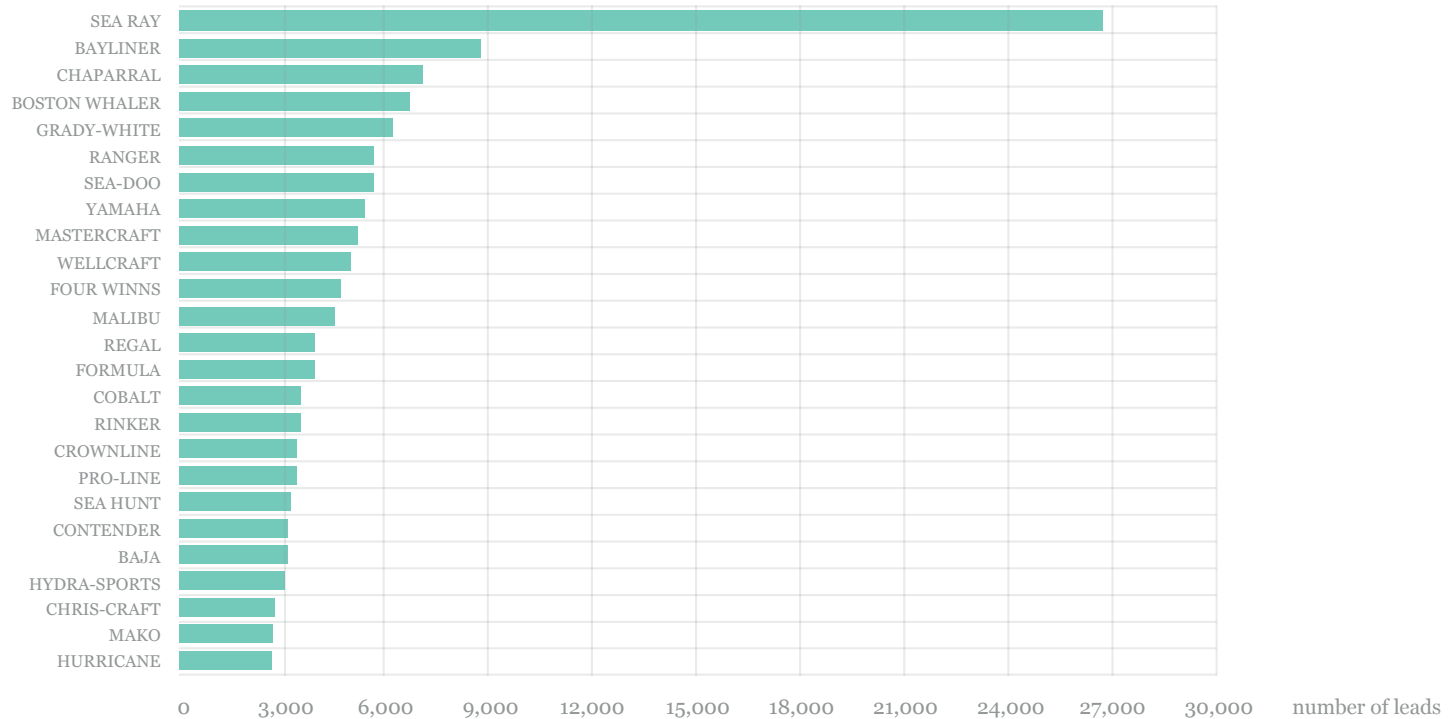
Top 25 Searches by Manufacturer, 2013



LEADS BY MANUFACTURER

With more than 26,000 leads submitted to sellers in 2013, Sea Ray out-distanced all other brands by a large margin. The rest of the top five included Bayliner, Chaparral, Boston Whaler, and Grady-White. In the lower half of the top 10, compared to our summer ranking of leads by brand, Sea Doo, Yamaha, and Mastercraft moved higher. New to the Top 25 were Mako and Hurricane, displacing Fountain and Carver.

Top 25 Leads by Manufacturer, 2013



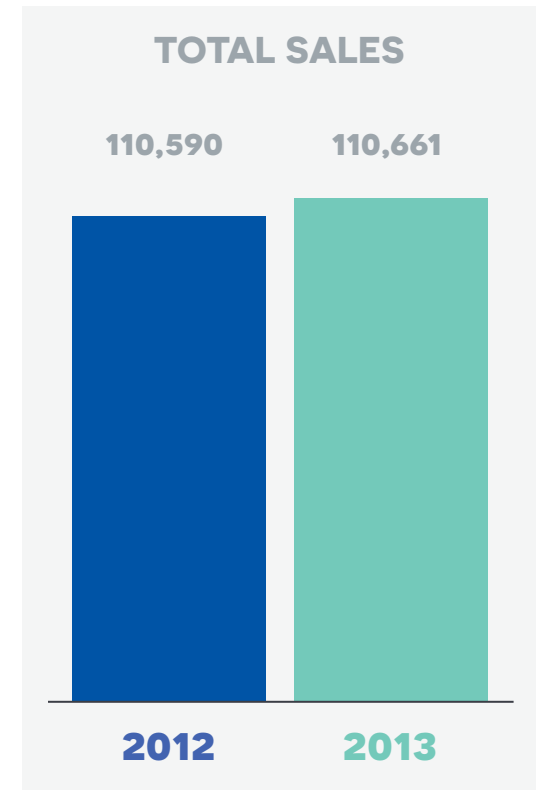
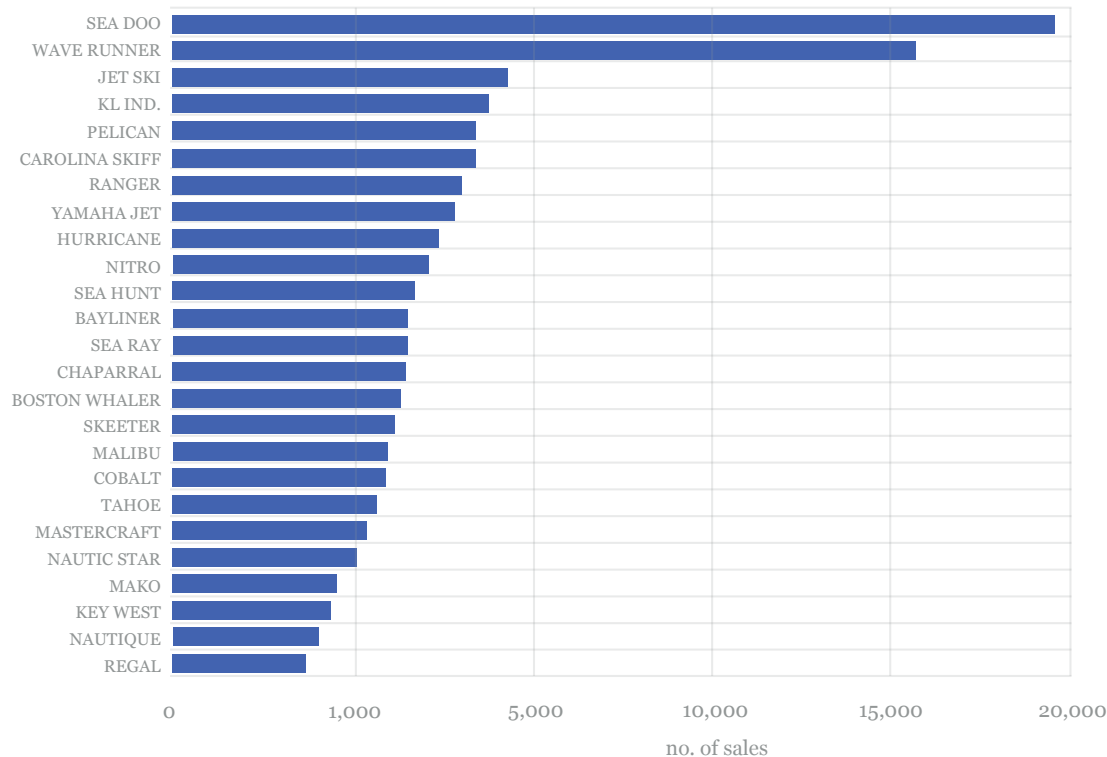
HOW MANY THEY'RE SELLING

SALES BY MANUFACTURER: FIBERGLASS

PWCs were the most commonly sold style of fiberglass boat in 2013, with Sea Doo leading Wave Runner and Jet Ski. Among non-PWCs, Carolina Skiff, Ranger, and Yamaha Jet were the top sellers.

Statistical Surveys, 12-month period ending September, 2013; includes data from 47 states.

Top 25 Fiberglass Sales by Manufacturer, 2013

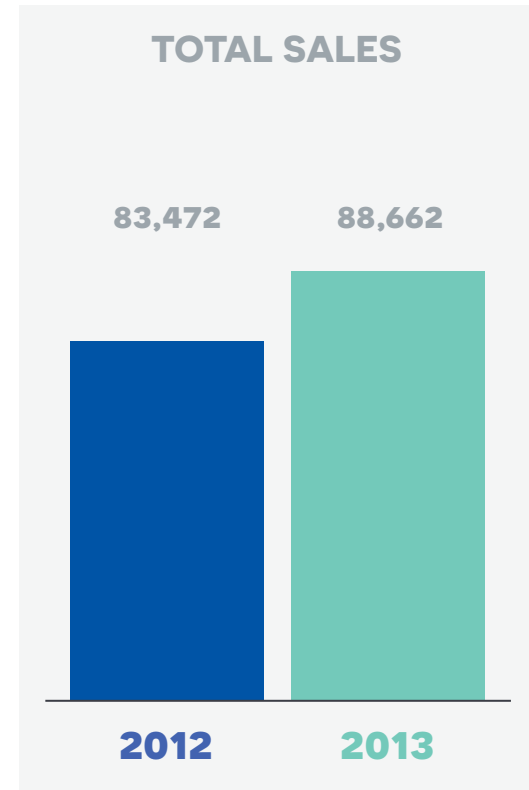
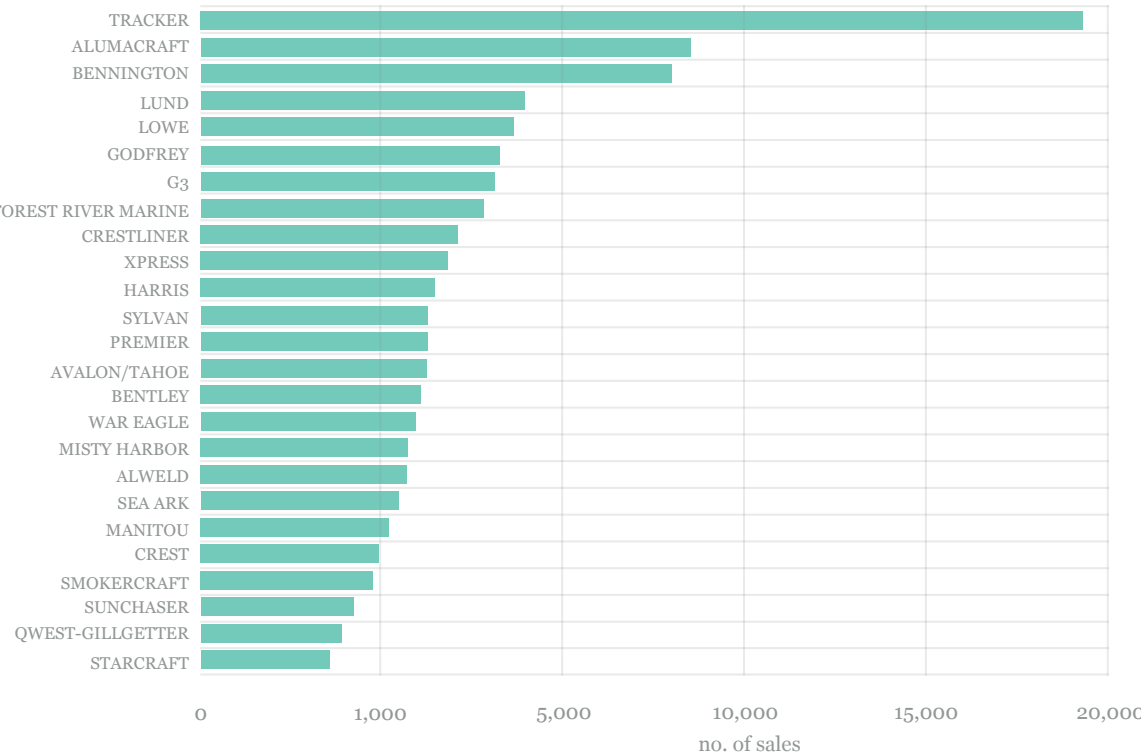


SALES BY MANUFACTURER: ALUMINUM

Tracker led the aluminum category in 2013 with a two-to-one margin over the second and third most-sold brands, Alumacraft and Bennington. Lowe and Lund rounded out the top five brands, with sales of about 4,000 boats each.

Statistical Surveys, 12-month period ending September, 2013; includes data from 47 states.

Top 25 Aluminum Sales by Manufacturer, 2013



Boat Trader
**DEALER
MARKET
INDEX**



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The *Boat Trader Dealer Market Index* is published by Boat Trader. BoatTrader.com is the pre-eminent U.S. site at which buyers connect with boat sellers. Averaging 1.8 million visitors and more than 28 million page views each month, Boat Trader offers companies unique display advertising options on boat detail pages, blogs and e-newsletters to build brand awareness and product knowledge. With an average of 7.6 million views each month, Boat Trader's listing pages alone are a highly targeted landscape to reach the most active prospects as they move further through the sales process. Strategically placed text links on the listing pages generate a high volume of click-throughs, and, coupled with prominent display advertising, create an effective way for marine businesses to dominate this space.

BoatTrader is owned by Dominion Marine Media, the recreational marine industry division of Dominion Enterprises—a lead marketing services company serving the automotive, marine, enthusiast and commercial vehicle, real estate, apartment rental and employment industries. Dominion Enterprises' businesses provide a comprehensive suite of technology-based marketing solutions including Internet advertising, lead generation, CRM, Website design and hosting, and data management services. Dominion Enterprises has more than 40 market-leading websites reaching more than 17.6 million unique visitors, and more than 280 magazines with a weekly circulation of 2.4 million. Headquartered in Norfolk, Virginia, the company has 4,900 employees in more than 186 offices.