

iboats.com celebrates 10 years in business

SALT LAKE CITY, UT. -- February 10, 2009 -- iboats.com, one of the leading Internet boating web sites is celebrating its 10-year anniversary online this month.

Founded in October 1998, iboats.com went “live” on the Internet in February of 1999 with a singular vision to become the premiere site for everything boating. The company has remained true to this goal and today focuses on parts and accessories e-commerce, new and used boat listings for hundreds of boat retailers and features the largest online boating community.

“When iboats.com first started, many people in the boating industry were nervous about how the Internet might hurt dealers’ boat sales. Many thought that the web might completely disintermediate or at least significantly disrupt the existing dealer sales channels,” stated Bruno Vassel III, co-founder and CEO. “What has become abundantly clear, however, is that the boating consumer views iboats.com and the Internet as an important additional tool for their research and preparation before purchasing a boat. Customers are clearly showing that they still prefer to visit a local dealer after researching on the web to complete their purchase from the same retailer where they then plan to get future service work done.”

Over the last 10 years iboats.com has served out over one billion web pages to tens of millions of individual boaters. Also during this time iboats.com has enjoyed some exciting national recognition for their rapid growth and successful business model during their first decade in business. In 2004 iboats was named the 48th fastest revenue growing privately held company in America by Inc. 500 Magazine. They have consistently been recognized on Inc. Magazine lists every subsequent year. The iboats.com network still continues to grow as evidenced by traffic being up 14% in January 2009 over January 2008.

As consumers turn to the Internet for both information and community, the forums on iboats.com have also enjoyed incredible growth. “Our forums have helped millions of boaters connect with other boaters to get help and information on everything from boating usage basics to much more technical diagnostic help.” Vassel continued, “To date we have over 142,000 registered members in our forums. There are a huge number of people at iboats.com helping out their fellow boaters on the web!”

iboats, inc., located in Salt Lake City, Utah is a privately held corporation that focuses on building the sales and profits of marine retailers, and providing new and used boat information and e-commerce to consumers. More information on iboats.com services is available at www.iboats.com.

(Note: Please remember that iboats.com is never spelled with any capital letters.)