

WEST MARINE HOSTS NEW PRODUCT REVIEW DAY ON JULY 24, 2009

Popular Event Invites Innovative Vendors to Pitch New Products to West Marine

WATSONVILLE, Calif. (July 6, 2009) - West Marine, the country's largest retailer of boating supplies and accessories, today announced its sixth New Product Review Day on Friday, July 24, 2009, at the Company's Watsonville-based Support Center, 500 Westridge Drive.

West Marine's New Product Review Day allows prospective vendors to pitch new products to various West Marine Category Managers, for consideration, and the chance to be sold in West Marine's 340 retail stores and through its other channels of business including the company website, westmarine.com, online catalog or via phone at 1-800-BOATING.

"West Marine is committed to finding its customers the most impressive array of cutting-edge boating equipment and gear," said Ron Japinga, EVP Merchandising for West Marine. "Our New Product Review Day presents an exciting opportunity for vendors and inventors to bring to West Marine new high quality products for boaters."

To set up an appointment during West Marine's New Product Review Day, please email West Marine at vendorinfo@westmarine.com or contact Erayna Mickens at 831-761-4434.

ABOUT WEST MARINE

West Marine, the country's largest specialty retailer of boating supplies and accessories has more than 340 stores in 38 states, Puerto Rico, Canada and a franchised store located in Turkey. The Company's catalog and Internet channels offer customers approximately 50,000 products - far more than any competitor - and the convenience of exchanging catalog and Internet purchases at its retail stores. The Company's Port Supply division is one of the country's largest wholesale distributors of marine equipment serving boat manufacturers, marine services, commercial vessel operators and government agencies. For more information on West Marine's products and store locations, or to start shopping, visit westmarine.com or call 1-800-BOATING (1-800-262-8464).

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