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BOATING WORLD UNVEILS NEW WEB SITE

Recreational trailer boating magazine launches new home on the Web

Irvine, Calif. (Sept. 17, 2009) – *Boating World* Magazine launched its new Web site this week, packed with features like a virtual docking game, moderated forums, video channels and more.

The new games area of BoatingWorld.com lets visitors try their hand at boating games and traditional puzzles like word searches and crosswords. Players can compete for high scores, which are displayed on the homepage.

Boaters across the country can connect on the forums, moderated by Executive Editor Alan Jones, to trade tips, tricks and advice and share stories about their boats or boating experiences.

Current or past boat owners can share their wealth of knowledge about specific boat models through BoatingWorld.com's user-submitted Owner Boat Reviews. Users can rate boats they've owned or operated on categories like reliability, construction, handling and more.

BoatingWorld.com's revamped video section features how-to demonstrations, boat tests, boating news, user-submitted videos and more.

The new site will also include content from the print magazine and users can comment on all stories and share them via e-mail and social networks. BoatingWorld.com will continue to be the only Web site boating enthusiasts need to visit to find a roundup of boat tests from all the national boating magazines in one place.

Boating World Magazine is published by Duncan McIntosh Co., Inc., publisher of *Sea Magazine*, *The Log* Newspaper and producer of the Newport Boat Show and Lido Yacht Expo.

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