

WEST MARINE ANNOUNCES THE GRAND OPENING OF ITS FLAGSHIP STORE IN NEWPORT BEACH, CALIFORNIA

*The Four-Day Celebration October 3 to 6,
Includes "Cruising for a Cause" Charity Night to Support Local Marine Nonprofits*

WATSONVILLE, Calif. (September 3, 2013) - West Marine (Nasdaq: WMAR), announced today the grand opening of its California flagship store in Newport Beach, October 3 through 6, 2013. Located at 3433 Via Lido in Newport Beach (in the Lido Village Shopping Center), the celebration begins each day at 8 a.m. with special in-store events, tips from experts, a fashion show, stand-up paddleboard demos, door-buster deals, give-aways and raffles. On Thursday evening, the "Cruising for a Cause" charity night will support local marine-based nonprofits.

This brand-new store will be the largest West Marine store on the West Coast at 27,500 square feet, and will be brimming with over 18,000 products. "We're designing the Newport Beach store to better serve boaters, anglers, paddlers and sailors, as well as people who simply enjoy life on the water," said General Manager Chris Beckwith.

The new store will have a huge selection of marine electronics with over 100 hands-on units to try and test. A spectacular fishing department for offshore and inshore saltwater anglers will include rods, reels, lures, terminal tackle, line winders and gear specifically selected for the area. There will be a huge sailboat hardware selection, with an on-site Rigging Shop for custom orders and advice. In addition, the Newport Beach store will possess a comprehensive core engine parts department, marine plumbing and electrical supplies and inflatable boats, outboards, kayaks and stand-up paddleboards. A fantastic selection of casual and technical apparel, foul weather gear, footwear and accessories will be on deck, with some of the hottest brands, including Roxy, Tommy Bahama, Pelagic, Quiksilver and Sperry Top-Sider.

General Manager Chris Beckwith grew up tubing, wakeboarding and fishing on the outskirts of Chicago. He was a member of the U.S. Coast Guard on their Search and Rescue team prior to joining West Marine. An avid sailor, he was on the crew of the 1992 America's Cup team and currently races a Beneteau 10r.

About West Marine

West Marine, Inc. is the largest specialty retailer of boating supplies and accessories, with nearly 300 company-operated stores located in 38 states, Puerto Rico, Canada and five franchised stores located in Turkey. Founded in

1968 by a sailor, West Marine has grown to become a leading omni-channel retailer for boats and boaters – from power cruisers and sailors to anglers and paddle sports enthusiasts. West Marine also offers gear, apparel and footwear for anyone who enjoys recreational time on or around the water. The company's wholesale channel is one of the largest wholesale distributors of marine equipment serving boat manufacturers, marine services, commercial vessel operators and government agencies. For more information on West Marine, Inc., and its products and store locations, visit westmarine.com or call 1-800-BOATING ([1-800-262-8464](tel:1-800-262-8464)). West Marine's stock is traded on NASDAQ under the symbol WMAR.