



# CRUZIN

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## CRUZIN AND WESTREC ANNOUNCE STRATEGIC ALLIANCE

Cruzin, America's leading Boater-to-Boater rental marketplace, and Westrec Marinas, the world's largest owner operator of marinas and marine-related businesses, announced a strategic alliance at the Fort Lauderdale International Boat Show. With it, Westrec will help promote Cruzin to its marina customers at its facilities nationwide. Westrec earlier helped Cruzin's beta launch in Ft. Lauderdale, Florida with a pilot at Westrec's Harbour Towne Marina.

Offering a way for boat owners to generate income from their vessels, and also helping bring people back into the lifestyle, Cruzin has a nationwide online community of boaters at [www.cruzin.com](http://www.cruzin.com). Westrec saw the advantage of the Cruzin platform as a way to enhance services for its marina customers.

"We at Westrec always seek ways to improve the quality of our boater's experience at the marina and beyond. By introducing our boaters to Cruzin's peer-to-peer platform, we can help them get the most out of their boats. In many cases one can offset a month's storage costs with just one or two days rental. That helps make boating more affordable for our customers and will hopefully add value to their experience with Westrec Marinas," said company president Bill Anderson.

Cruzin delivers a safe, convenient way for people to charter vessels directly from other boaters. Owners create free boat listings with

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descriptions and photos, prices and availability. Renters search listings based on location, dates and boat type. Online reviews further help the selection process on both ends. For those who don't currently own a boat, or who want the flexibility of using a boat specific to the day's activities, Cruzin delivers a simple and safe platform for vessel access.

Both owners and renters are protected throughout the charter by \$1,000,000+ in hull and liability insurance, and BoatUS towing services. Renters are pre-qualified via an Experian ID and fraud-prevention check, plus a review of any past driving and insurance issues. All renters are required to have a minimum of two years of boating experience.

"Westrec is the most respected name in the marina world, and we're honored to help bring Cruzin to their customers," said Jaclyn Baumgarten, Cruzin CEO. "The social aspect of a marina environment fits well with the online community we're creating. We all have a common goal to increase boating participation and ownership. We at Cruzin are working with key industry innovators to accomplish this."

"The growth of our industry depends on getting more people to spend more time on the water. Peer-to-peer rental services offer another avenue for people to experience the boating lifestyle. If that leads to increased participation and boat ownership, it's great for our industry," said Thom Dammrich, NMMA president.

"Grow Boating efforts and the research coming out of those efforts have identified a large number of lapsed boaters, people who for one reason or another have gotten out of boating. Cruzin provides an easy, inexpensive way for those boaters to get back in a boat just like the one that they used to own and get back out on the water," said Anderson.

Cruzin is also working with other industry organizations to attract people to lifestyles centered around the water. "We're working with Cruzin.com to let our website visitors and community members know about the new peer-to-peer rental option," said Frank Peterson, president and CEO of the Recreational Boating & Fishing Foundation(RBFF), which developed the Take Me Fishing™ campaign and TakeMeFishing.org to bring people into both boating and fishing. "If peer-to-peer boating can get more people out on the water participating in boating and fishing, that helps us meet our mission to increase participation in recreational boating and fishing overall, which directly contributes to state conservation efforts, and supports the boating and fishing industries."

Beyond the core peer-to-peer marketplace, Cruzin presents opportunities for boat dealers and manufacturers. Singleton Marine Group, an award-winning dealership with locations in Georgia, Texas, Alabama and South Carolina, works with Cruzin to list new boats. It gives boaters the opportunity to try brand-new boats for a day or more, and becomes a lead-generation tool for Singleton. Manufacturers can use Cruzin to drive new models into specific market segments, helping support dealers. "Just as we saw the value in working with Westrec, we see avenues for partnering with other industry segments—the Cruzin platform provides many tools to help grow boating," said Baumgarten.

Westrec Marinas provides professional management services to its properties, affiliates and clients worldwide. Founded in 1987, it manages marina facilities in fresh and salt water, handling vessels ranging from personal watercraft to megayachts. Westrec is the most comprehensive and authoritative source of marina operating information in the business;

handling fuel docks, ship's stores, boat repair and maintenance, commercial leasing, restaurants, campgrounds and lodging facilities.

Cruzin is America's leading, fully-insured, boater-to-boater™ rental and charter marketplace. Boat owners can turn their boats into sources of income by renting them to pre-screened, qualified renters through Cruzin.com. Both owners and renters are protected by \$1 million in insurance and the towing services of BoatUS throughout the rental. With a selection ranging from ski boats to yachts to sailboats and everything in between, Cruzin helps make boating a fun, simple and affordable part of life. Cruzin is free to join and has no monthly or membership fees.

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