

FOR IMMEDIATE RELEASE

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BOATING Magazine And iboats.com Partner Online

October 27, 2008, Los Angeles, CA -- *BOATING Magazine, The World's Largest Powerboat Magazine*, has entered into partnership with iboats.com, the largest marine-related web site, effective immediately. *BOATING* will provide its award-winning editorial to be featured throughout key sections of iboats.com.

Other elements of the partnership include new advertising programs that offer exposure on both boatingmag.com and iboats.com, expanding reach and targeting capabilities for clients; as well as the opportunity for dealers and brokers to list their [boats for sale](#) on iboats.com's classifieds, adding substantial online exposure.

"*BOATING*'s alliance with [iboats](http://iboats.com) brings consumers a one-stop shop for researching, selecting, and locating the boat of their dreams, and gives them access to the largest selection of online marine parts and accessories," said *BOATING* Vice President/Publisher Wade Luce. "Together, boatingmag.com and iboats.com create an ideal environment, where advertisers can more effectively and economically reach potential buyers based on their online behavior."

Boatingmag.com and iboats.com collectively reach millions of visitors and serve out tens of millions of page views each month. Some of the areas on iboats.com where *BOATING* magazine editorial will be featured are high-traffic sections like New Boat Showroom, Boat Classifieds, Marine Store, iboats.com's 135,000+ member-strong online Forums and the iboats.com Review bi-weekly newsletters.

"We are very excited about this strong partnership between our two companies," said Bruno Vassel IV, President of [iboats, inc.](http://iboats.com) "Now, site visitors will be able to search for [boats](#), read *BOATING* Magazine's review of that boat, and click right through to contact their nearest dealer or broker who is participating in iboats.com's services."

About iboats.com

iboats.com, located in Draper, Utah is a top provider of consumer lead generation services to the industry concentrating on building the sales and profits of marine dealers and brokers and the largest online retailer of marine parts and accessories. More information on [iboats](http://iboats.com) is available at www.iboats.com.

About *BOATING*

BOATING occupies the premier position in the marine market as the most authoritative and entertaining consumer publication in the field. The magazine is a natural extension for enthusiasts who love to read what the experts have to say about the latest trends, new gear, family fun and safety and interesting technologies. The magazine's boat tests are renown as the best in the business, and the editors recognized throughout the industry for unbiased, uninfluenced editorial. *BOATING* has an audience of nearly 2.7 million readers, the largest and most affluent in the category. As The World's Largest Powerboat Magazine, *BOATING* has a 50-year history of excellence and was the winner of 9 BWI Editorial Awards in 2007 - more than any other competitor. Hachette Filipacchi Media U.S publishes *BOATING* 12 times a year. For more information on *BOATING* Magazine go to <http://www.boatingmag.com>.

About Hachette Filipacchi Media U.S.

Hachette Filipacchi Media U.S. (<http://www.hfmus.com>) enthusiast brands and targeted media products reach nearly 60 million consumers through magazines, online and mobile content. The company's editorial hallmarks are trusted expert content along with independent product testing. Our prestigious brands fall into six sectors and include: Fashion (ELLE, ELLEgirl); Automotive (Car and Driver, Road & Track, Jumpstart Automotive Media); The Luxury Design Group (ELLE DECOR, Metropolitan Home, PointClickHome); Women & Health (Woman's Day and Woman's Day Special Interest Group) and Enthusiasts (American Photo, *BOATING*, Cycle World, Flying, Popular Photography, Premiere and Sound & Vision). HFM U.S.

Total Solutions marketing initiative packages these assets across brands and platforms with customized marketing programs. HFM U.S. is part of Lagardère's (www.lagardere.com) media division Lagardère Active, a producer of special interest content in over 40 countries.

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