

DOZIER'S WATERWAY GUIDE

THE
CRUISING
AUTHORITY

**For Immediate Release;
More Positive News For The Marine Industry.**

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Many in the marine industry are beginning to see a glimmer of light at the end of the tunnel. Each day brings just a little more good news and reason to feel optimistic. The Waterway Guide publications, considered by many to be a future indicator, may be a bellwether of even further improvements to come. We are seeing a definite increase in purchases of our Waterway Guide publications for the first quarter of 2010, which means there appears to be a growing interest in boaters getting back on the water and using their boats more than in the last couple of years. Waterway Guides are used by serious boaters who generally plan for extended cruising and longer distance cruises than the average smaller boater in local waters, thus spending a larger proportionate amount of time actively cruising.

For the period of January through March, we have seen sales of our Chesapeake Bay Guide increase 16% over last year, with the Atlantic ICW Guide increasing 11% and our Southern Guide increasing a solid 21%. Our Northern and Great Lakes Guides are on par with 2009 sales but the boating season in those areas is just beginning to awaken from a long cold winter. In 2009, Waterway Guide purchased the Mathew Wilson Bahamas Guide and continued to sell them as published by Mathew Wilson. In 2010, these guides were converted to the Waterway Guide format and our sales of the Bahamas Guide for 2010 have increased by over 300%.

In addition to the sales of our Waterway Guide books, we have been working on enhancing our online presence and as a result have seen a near 200% increase in web traffic and visitors to our site spend more than three times the amount of time on the site that they did last year. So this may be another one of those signs of encouragement that we all knew would come but were simply wondering when.

Chuck Baier
General Manager