

**WEST MARINE ANNOUNCES WINNER OF ITS FIRST ANNUAL GREEN PRODUCT
OF THE YEAR CONTEST
AND INTRODUCES INNOVATIVE PRODUCTS FOR 2010 AT MIAMI
INTERNATIONAL BOAT SHOW**

WATSONVILLE, Calif. (February 1, 2010) – West Marine, the country's largest retailer of boating supplies and accessories, will announce the winner of its first annual *Green Product of the Year* contest, and present a selection of innovative new products for 2010, at the Miami International Boat Show on Thursday, February 11, during a press conference from 10:15 a.m. – 10:45 a.m., at the West Marine booth located in the center pod, lower level.

As part of West Marine's mission to "preserve and protect the marine environment," the company launched its first annual *Green Product of the Year* contest with the intention of spurring innovation and development of green boating products. At this year's press conference, West Marine's Chairman and Founder, Randy Repass, will announce the 2010 grand prize winner, and present a \$10,000 award.

Repass will be accompanied by West Marine's Vice President of Product Information, Chuck Hawley. In addition to learning the contest winner results, attendees will get a preview of the best new boating products and accessories for 2010.

"Whether it's safety, sustainability or style, West Marine searches for the best possible boating products," said Hawley. "West Marine's top picks for 2010 combine cutting edge technology, innovation and forward thinking solutions for a sustainable world."

Pure Oceans TC-W3 is a fully synthetic, biodegradable 2-Cycle outboard oil, formulated to be ecologically-friendly, with low smoke, low toxicity and high biodegradability. Pure Oceans TC-W3 meets or exceeds manufacturers' specifications and offers maximum performance and engine protection capabilities.

FLIR First Mate Handheld Thermal Imager – The world's first IPX7 submersible, hand held, high-performance marine thermal night vision camera. This thermal imaging camera allows boaters to identify potentially hazardous objects at night based on heat rather than light.

Matrix VHF/AIS Combination Radio - A collision avoidance and communication tool, the Matrix combines a commercial grade VHF radio with a built in AIS receiver, that allows boaters to identify and communicate with AIS-equipped vessels in their vicinity.

SafetyHub Fuse Blocks with Remote Battery Switch – The SafetyHub 250 from Blue Seas Systems, provides boaters with a compact and cost effective solution for circuit protection and battery switching needs.

Blue Eco Foul Weather Gear - For boaters concerned about their carbon footprint, Henri Lloyd offers a durable, breathable set of foul weather gear that can be recycled into fiber to make new gear at their end of life.

Harken Self-Tailing Radial Winches – Maximize line gripping power and minimize line wear. Composite components dramatically reduce weight, require less maintenance and can be converted easily to electric operation. Offered in a variety of sizes.

ABOUT WEST MARINE

West Marine, the largest specialty retailer of boating supplies and accessories, has more than company-operated stores located in 38 states, Puerto Rico, Canada and two franchised stores located in Turkey. Our call center and Internet channels offer customers approximately 50,000 products and the convenience of exchanging catalog and Internet purchases at our store locations. Our Port Supply division 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's products and store locations, or to start shopping, visit www.westmarine.com or call 1-800-BOATING (1-800-262-8464).