

For Immediate Release

Canadian Boat Shows Signs Boatdealers.ca As Official Boat Listing Service of the 2012 Toronto and Vancouver Boat Shows

TORONTO: October 13, 2011 – Canadian Boat Shows announced today that it has appointed Boatdealers.ca as the Official Boat Listing Service of the 2012 Toronto and Vancouver International Boat Shows (TIBS & VIBS). This partnership will provide the TIBS and VIBS websites with a boat-listing showroom of boats on display at the show. These showrooms will be powered by Boatdealers.ca and deliver additional value to all manufacturers and dealers exhibiting at TIBS and VIBS. The listings will also be displayed on Boatdealers.ca.

“We’ve seen significant growth in the number of consumers pre-planning their show visits, combined with an extended post-show decision process. They want information about specific boat models on display, and this feature will offer considerable value before, during and after the show. With more than 200,000 visits to the Toronto and Vancouver websites each year, we’re thrilled to be expanding in this direction by delivering a tool that will help exhibitors sell more product,” said Linda Waddell, Show Director.

“We’re excited about this new partnership,” said Chris Perera, President & CEO of Digital Era Media Inc., producers of Boatdealers.ca. “Our experience of operating Boatdealers.ca since 2001 allows us to use our industry-leading understanding and technology of digital boat listings and apply it to the 2012 Boat Show sites. These showrooms will be optimized for both Classic and Mobile web browsers making it simple for visitors to research boats before, during and after the shows.”

About Boatdealers.ca

Since 2001, Boatdealers.ca has been a trusted source for boat buyers offering an efficient and effective way to browse boat listings online. Boatdealers.ca serves over 1.5 million visitors annually and appears at the top of Google search results.

About Canadian Boat Shows

The Toronto International Boat Show is owned and produced by Canadian Boat Shows. It is one of the largest consumer boat shows in North America and one of the preeminent selling venues for the recreational boating industry. The Toronto Boat Show date is January 14 – 22, 2012, and *Special Preview Night* - January 13, 2012. www.TorontoBoatShow.com

The Vancouver International Boat Show is owned by the British Columbia Marine Trades Association and produced by Canadian Boat Shows. The Show is Western Canada’s largest consumer boating event. The Vancouver Boat Show date is February 8 – 12, 2012. www.VancouverBoatShow.ca

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