

ENTER THE "TAP INTO SUMMER" VIDEO CONTEST FOR A CHANCE TO WIN AN EXCITING ALUMINUM BOAT, ENGINE AND TRAILER!

The most popular video wins a brand new Triton 16 Storm, complete with Mercury 20 EL motor and trailer

Norfolk, VA – August 5, 2010 – BoatTrader.com and Boats.com, both divisions of Dominion Enterprises, along with Brunswick's Aluminum Division, announced their "Tap into Summer – Show us what you do in your aluminum boat!" Video Contest will start on August 5th. The contest is open to anyone who submits a short video showing how they use their aluminum boats, including pontoon boats, Jon boats, bass boats, etc. The winner will receive a Triton Storm 16 complete with engine and trailer.

"Aluminum boats are a popular market segment, and we want to see what people do in their aluminum boats to encourage others to try them." said Kim Rocco, brand manager, Boat Trader.com, in making the announcement. "Fishing, skiing and tubing are some of the popular activities that families enjoy on their aluminum boats, but there are lots of others as well. We want to see and share some of these fun activities."

Entries will be accepted between August 5 and September 30, 2010. Contestants must create a short video, between 30 and 45 seconds in length, showing what they like to do in their aluminum boat. Full details of the format and eligibility information will be found at <http://www.tapintosummer.com/>.

Three finalists will be selected by a panel of judges from Boat Trader, Boats.com and Brunswick Corporation. The videos from the three finalists will be posted on YouTube so the public can cast their votes on a 'winner takes all' basis. Voting will start on October 6 and end on October 15, 2010 at 11:59 a.m (EST), with the winner being announced on or around October 19, 2010.

"Videos have a very powerful impact on viral marketing, especially when they demonstrate positive and fun activities," said Sam Christy, brand manager, Boats.com. "Showing that boating is fun and affordable for the whole family is a perfect example of how and why this medium works so well."

Haven't purchased your aluminum boat yet? Check out these popular brands from the Brunswick Aluminum Division: [Lowe](#),

[Crestliner](#), [Triton](#), [Lund](#), [Princecraft](#), [Cypress Cay](#), [Harris Flotebote](#), [Suncruiser](#).

About Dominion Enterprises

Dominion Enterprises, parent company of Boats.com and Boat Trader, is a leading marketing services company serving the automotive, enthusiast and commercial vehicle, real estate, apartment rental, and employment industries. The company's businesses provide a comprehensive suite of technology-based marketing solutions including Internet advertising, lead generation, CRM, Web site design and hosting, and data management services. The company has more than 40 market-leading Web sites reaching more than 17.6 million unique visitors, and more than 280 magazines with a weekly circulation of 2.4 million. Headquartered in Norfolk, Virginia, the company has 4,900 employees in more than 186 offices nationwide. For more information, visit <http://www.DominionEnterprises.com>.

About Brunswick

Headquartered in Lake Forest, Ill., Brunswick Corporation endeavors to instill "Genuine Ingenuity"(TM) in all its leading consumer brands, including Mercury and Mariner outboard engines; Mercury MerCruiser sterndrives and inboard engines; MotorGuide trolling motors; Attwood marine parts and accessories; Land 'N' Sea, Kellogg Marine, Diversified Marine and Benrock parts and accessories distributors; Arvor, Bayliner, Bermuda, Boston Whaler, Cabo Yachts, Crestliner, Cypress Cay, Harris FloteBote, Hatteras, Lowe, Lund, Meridian, Ornvik, Princecraft, Quicksilver, Rayglass, Sea Ray, Sealine, Suncruiser, Triton Aluminum, Trophy, Uttern and Valiant boats; Life Fitness and Hammer Strength fitness equipment; Brunswick bowling centers, equipment and consumer products; Brunswick billiards tables and foosball tables. For more information, visit <http://www.brunswick.com>.