



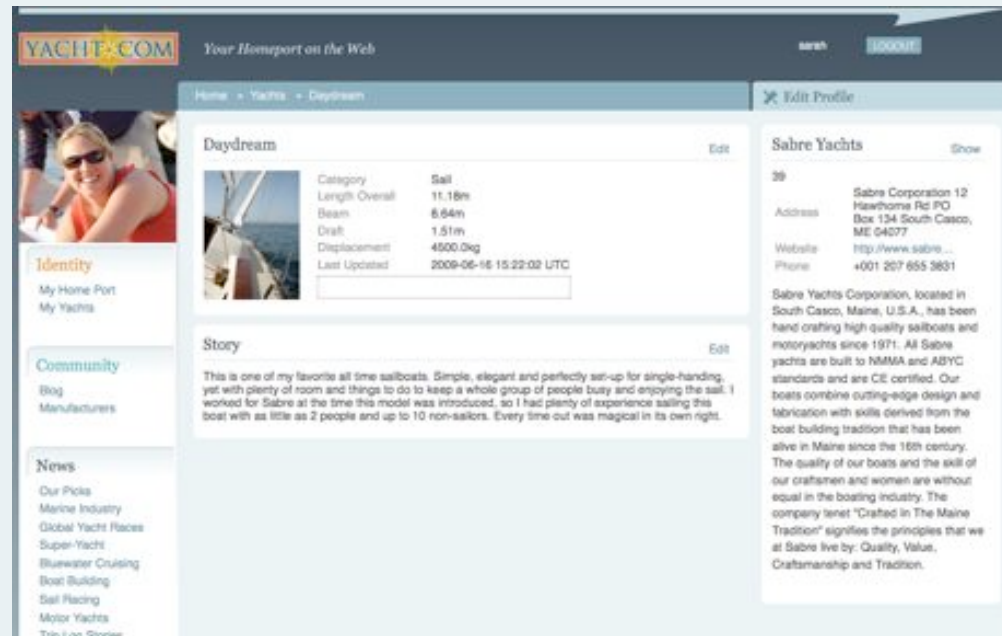
With just a few clicks, you can:

- Create a home port for your yacht (or yachts) - one place to securely store uploaded documents, manuals, photos, stories and share them with friends and family.
- Link to your manufacturer, dealer, marina and or yacht club to show connection and create an easy stream of information to come passively and reliably to you in one convenient location.
- Claim a new e-mail identity that can follow you no matter which email service you use at the time (AOL, Gmail, Comcast, BlackBerry, etc).
- Give yourself access to hundreds of relevant recent news articles and boat listings from marine sources we collect and sort for you.
- Participate in a community to find valued opinions of how to enhance your boating lifestyle.
- Benefit from a marketplace providing the best values on your desired boating accessories that we work to find for you.

A public page

Boat specs, images, links to the manufacturer and model information.

Whether for you, or a potential buyer - this is a concise picture of the life of your boat.



Documents

Privately store manuals and documents relating to your boat - allow access to service professionals and manufacturers to update these and always keep your records up-to-date.

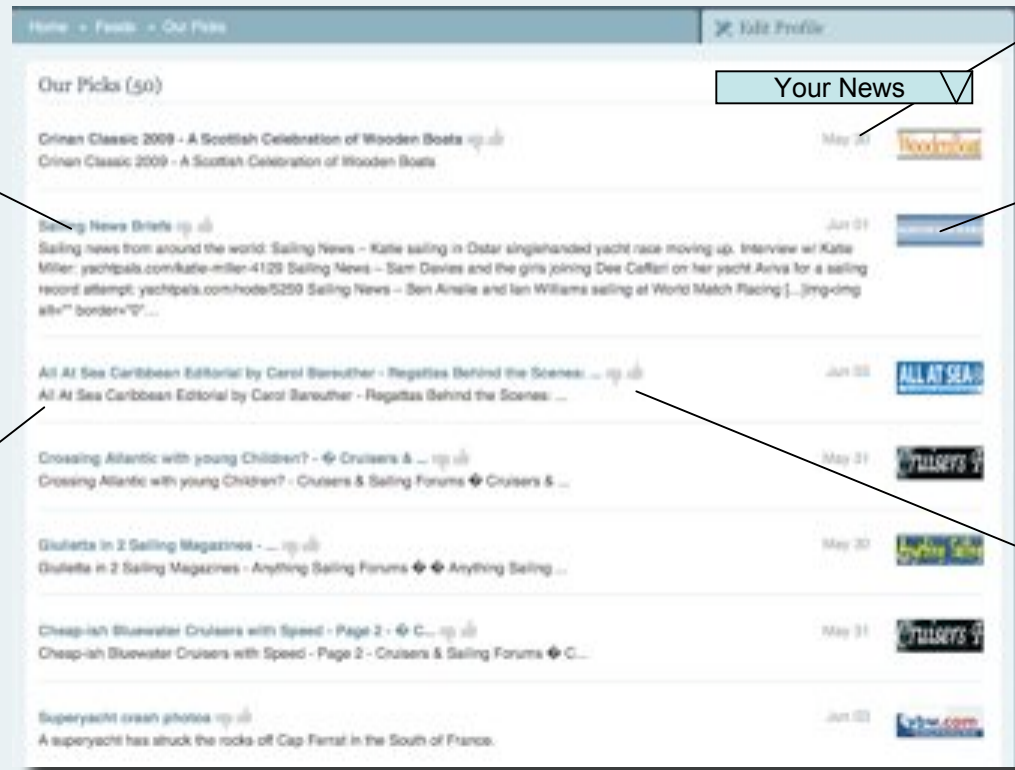
Most importantly - YOU control what you see and what the world sees.

News you can use

- We have a live collection of hundreds of news sources and the ability to sort by relevance or date.
- Pick one of our common topic feeds or set up a custom search and we'll remember it for you each time you return.

Headline - a click takes you directly to the full story

Summary - a few lines to pique your interest



Date Stamp

Source icon - one click takes you right to their home page

Thumbs - Help us refine your results to show you more of what you want.



The power of the custom Home Port

A profile you customize

Yacht.com
Community
updates

The news
you want
to see

Links to your
manufacturers,
dealers, yacht
club, marina,
vendors and
more

Your yachts -
and their stored
information



Personalize Yacht.com

Want event updates from the Yacht Club?

Link to the club right on your home port.



Want to see new listings coming on the market of your dream boat?

Set up alerts in the e-commerce section.



Want to see what updates there are for your engine performance?

Link to the engine manufacturer and see what they have to say about your model.



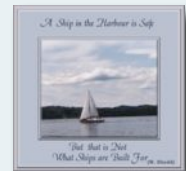
Want to find the best cruising spots for your upcoming vacation?

Participate in the blog about cruising.



Want to stay in touch with your dealer to see what is new?

Include a tile on your home port that they can add new happenings, events and listings..



Want to follow your favorite fishing tournament reports?

Create a feed of keywords and we'll monitor all of the reports for you.



Want to keep track of your last oil change?

Upload your service log as an attachment and always keep track in one simple place.



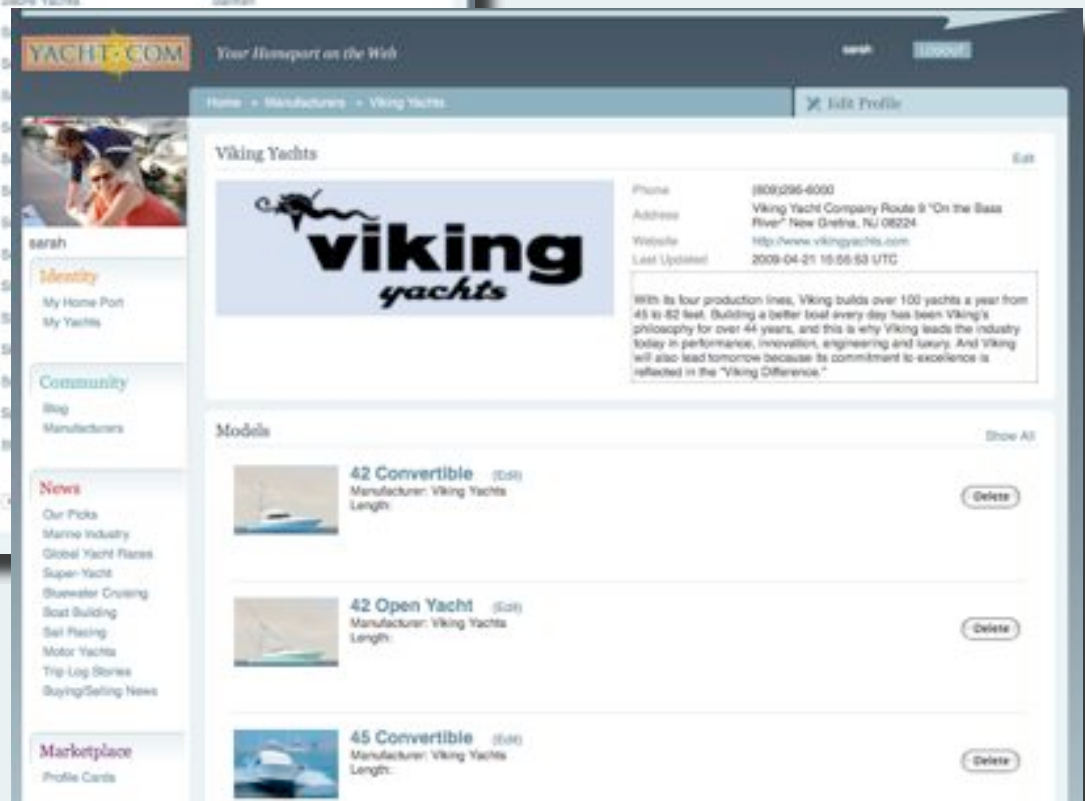
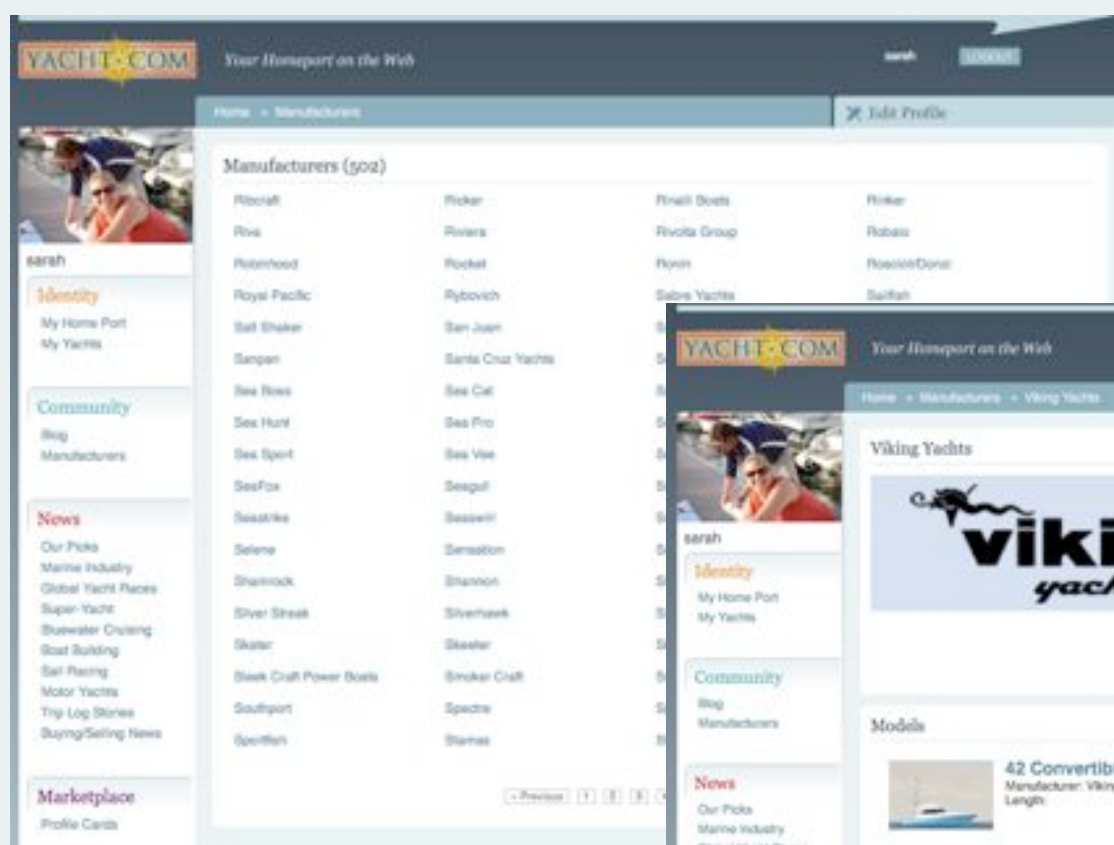
AND MUCH MUCH MORE.





Searchable listings of Manufacturers and Dealers

Each linked to a unique profile page for each vendor.



Models in production,
Contact Info, News,
Company History,
Personnel - Its ALL
here.



You @ yacht.com

As a boater, you want to stay in touch - but its not always easy to check in with everyone all at once.

We hear you.

We give every member of yacht.com

a unique @yacht.com e-mail address

It is your **permanent identity** that you can forward to any address you choose throughout your lifetime.

Easy to remember, simple to use.

Have cards made up right from our site, pass them out to people you meet - its sure to make a lasting impression of your identity as a boater.



- **The Boater:**

Gets a place to 'dock' their boat, all of its information, connect with other boaters, and follow stories and news of interest to them.

- **The Manufacturer:**

Gives an accurate record of documents easy to access and transfer with each boat and provides a valuable membership to a vibrant community. In turn, they can keep a more accurate record of owners and have a community portal for feedback and directly targeting interested boaters without relying on passive web traffic to their own , or their dealer's sites.

- **The Dealer:**

Contributes to a strong, complete and transferable record which can be a lasting connection to their clients, a feel-good useful gift over the years and a powerful sales tool to re-sell the boat. They can keep track of clients boat use and activity without being involved daily and can be views as taking advantage of the best possible tools available for lasting customer service.

- **The Associated Partners** (ie. Marinas, Yacht Clubs, Service Yards, etc)

Cultivate relationships with boaters and their lifestyle and can provide useful information of events, services, promotions, and help to keep accurate records on all of their clients boats - one step further in customer service.

- **The Marine Vendors:**

Participate in a community where they can target advertising, news, promotions and product updates to viable clients in the space where they are going for boating information.