

For Immediate Release:

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**RHODES COMMUNICATIONS ANNOUNCES PLANS FOR SATELLITE
MEDIA TOUR FROM FORT LAUDERDALE INTERNATIONAL BOAT SHOW**

***Boats.Com Will Act as Host for National TV Broadcasts
Featuring New Boats and Accessories at the Boat Show***

NORFOLK, Va. – August 23, 2005 – Rhodes Communications today announced that it will produce a national satellite media tour from the 2005 Fort Lauderdale International Boat Show, with Boats.com as the official host and lead sponsor.

Industry veteran Jim Nolan, group general manager of Boats.com and Yachtworld.com, will act as the on-air spokesman for the broadcasts. He will present new boats and accessories from the boat show in a series of live satellite interviews with television stations and syndicated networks across the country.

The tour will be televised from a waterfront location adjacent to the Fort Lauderdale International Boat Show site on Friday morning, October 28.

Jim Rhodes, president of Rhodes Communications, said, “The satellite media tour represents a unique marketing opportunity for boatbuilders and accessories suppliers to showcase their products on popular morning news programs in major markets nationwide. Our boating tour from the Miami International Boat Show earlier this year aired on 233 stations in 168 markets with a total Nielsen-certified reach of 7.6 million viewers.”

Nolan said, “We see this as a great medium to position Boats.com as the premier online resource for the U.S. boating industry and to reach out beyond the traditional core boating market and present our message to millions of boaters and newcomers to the boating lifestyle.”

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Rhodes noted that plans are also underway for a similar satellite media tour from the 2006 Miami International Boat Show, featuring Dick DeBartolo, the popular “Giz Wiz” TV personality.

About Rhodes Communications

Rhodes Communications is a full-service public relations and marketing communications firm based in Norfolk, Virginia, and specializing in the boating industry for over 20 years. The satellite media tours are being produced in conjunction with Gourvitz Communications, a New York broadcast production firm.

About Boats.com

Through Boats.com, Inc., and its affiliated Web sites www.boats.com and www.yachtworld.com, marine dealers, brokers and manufacturers are utilizing a new, international channel of operation and consumer interaction.

Boats.com enhances the capabilities of the boating industry by offering dealers and OEMs a range of unique products, online and offline, which help sell, finance, insure and market all marine product lines. With an established network of industry alliances - including the exclusive endorsements from the industry's two leading associations, the National Marine Manufacturers Association (NMMA) and the Marine Retailers Association of America (MRAA), Boats.com provides an unmatched level of consumer access to information, boat listings, accessories, and financial and insurance products for the marine industry.

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