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For Immediate Release

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1st Standards-based Online Marine Purchasing Directory Launched ABYC Foundation Provides Industry with Unique Global Marketing Tool

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March 2, 2010, Annapolis, MD: The ABYC Foundation announced the launch today of the industry's first standards-based online purchasing directory, the Marine Industries Global Purchasing Directory.

"I am very excited to announce that the ABYC Foundation's marine industry Global Purchasing Directory is now available to all businesses worldwide that manufacture, build, repair or offer and use marine services," said Skip Burdon, the Foundation's Secretary and President of ABYC. He continued, "This new service may well revolutionize the method by which customers will research, locate and possibly even procure self-certified standards-based products and services. For the first time marine businesses that build, maintain or repair boats, or provide standards-based services have a one stop tool from which to reach local, national, as well as global customers at no or very low cost," Burdon concluded.

As an added benefit to ABYC Business and Manufacturing members, the Foundation is offering a standard listing in the Global Purchasing Directory at no cost.

ABYC Business and Manufacturing members and non-members can enhance their participation in the Directory by selecting various premium package options and/or premium spot advertising spaces to enhance their organization's revenue generating. ABYC Business and Manufacturing members enjoy premium advertising packages at member discounted rates. Non-member advertisers are encouraged to become ABYC Members to receive discounted member rates in addition to the multiple benefits ABYC members enjoy.

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Manufacturers, retailers and/or service providers appearing within the Foundation's easy to use Global Purchasing Directory self-certify that their product and/or services listed within the Directory meet one or more of the following qualifying criteria:

- Applicable ABYC Standards
- Product is on the NMMA Type Accepted List
- Product is Certified/Approved by a Classification Society
- Product is CE Compliant
- Product is on the NMMA Listed Component List

However, in order to meet the 'Applicable ABYC Standards' criteria, the business entity must be a current ABYC member. And, users of the service must acknowledge that self certification does not, in and of itself, guarantee compliance to ABYC Standards or any of the criteria for appearing in the Directory. The ABYC Foundation does not accept any responsibility for the accuracy of any statement by any self-certifying participant appearing in the Directory.

Potential customers can easily use the site to research a product or service, learn if that product or service vendor self-certifies that the product meets or complies with one or more industry standards, and then if desired, visit the participating vendor or service provider's site to gain more information, obtain contact information or possibly even make a purchase.

The ABYC Foundation, through a partnership with Naylor, LLC, offers a menu of low cost enhancements and a limited number premium advertising positions to maximize a participating company's local, national and global exposure (24 hours, 7 days per week). The Foundation is encouraging industry to review the listings of those organizations that have already enrolled in both the basic and various premium packages to learn the full potential of this service to the industry. The Foundation's Marine Industry Global Purchasing Directory can be accessed by visiting <http://abyc.officialbuyersguide.net/index.asp> By March 4th the Global Purchasing Directory can also be accessed at the ABYC website by visiting www.abycinc.org .

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Burdon stated, “I know once visited, potential users will quickly grasp the incredible marketing utility and value that this site offers to both customers and participants, and, I believe the site will dramatically expand as it attracts more businesses and buyers.” He concluded by stating, “ Now, for the first time, when a customer wants to research and potentially purchase a piece of equipment or service that meets ABYC, CE, appears on the NMMA type accepted list or complies with a classification society requirement, the Foundations Global Purchasing Directory is the first place to visit.”

For more information about having your organization listed, premium marketing packages or premium spot advertisement opportunities inquires can be made to **Jason Dolder, Naylor, LLC** at (800) 369-6220 ext.2744 or by Email:jdolder@naylor.com

The ABYC Foundation is a not-for-profit, 501(c)3 organization that was established in 1988 to raise funds and provide support for special projects, education, and training programs, scholarships and other initiatives being undertaken by the American Boat and Yacht Council (ABYC), that are designed to promote and foster the safe building, maintenance and repair of boats and yachts to industry standards.

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