



NEWS RELEASE

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FOR IMMEDIATE RELEASE:

SEAWIDE LAUNCHES NEW B2B WEBSITE

High Value Tools and Functionality Enhance Online Business and Profitability

MURRIETA, CA. (February 1, 2010) – Fourteen months after the launch of SeaWide Distribution's new corporate website, the company has announced the full implementation of its new B2B online capabilities. Advanced functionalities include flexible product search capabilities, expanded product data and descriptions, uniform product specifications and an extended accessory list for each main product. "We've loaded the website with the tools and technology for our customers to streamline the entire order process including initial quotation, order entry, shipping and invoice status," stated Keith Wansley, Vice President, SeaWide Distribution "By embedding the latest data from over 50 manufacturers including system configurations, special pricing and shipping incentives, our website is a virtual one-stop shopping experience that can be accessed at the convenience of our customers," added Wansley. Site enhancements include a customer home page with news from the industry, manufacturers, spotlight items, email specials and Seawide's latest magazine advertising.

"We're keeping our eyes open for our dealers and looking ahead for trends in products, technology and ways we can help our dealers run profitable and successful businesses," Wansley stated. The new site clearly presents the services and advantages SeaWide offers to dealers, OEMs and retail partners. Customers can enter a drop ship address, choose the warehouse that product is shipped from and access open invoices and enhanced accounts payable screens. An integral component of the company's marketing campaign, the new site reflects a consistent brand image communicated throughout advertising, literature and other corporate communications.

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About SeaWide Distribution

Serving the marine industry since 1979, SeaWide Distribution is a national wholesale distributor of marine and consumer electronics. The company currently operates from four distribution centers located in Murrieta, California, Costa Mesa, California, Seattle, Washington and Sarasota, Florida. Dedicated to providing dealers with quality products at competitive prices, SeaWide is one of the largest wholesale distributors in the U.S. offering over 16,000 products from over 50 vendors.

For additional information on SeaWide Distribution visit www.seawide.com.

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