



FOR IMMEDIATE RELEASE

**Buying a Boat in Canada Just Got Easier.**

Digital Era Media Inc. Releases 6<sup>th</sup> Generation Platform Powering BoatDealers.ca and OutboardDealers.ca

Ontario, Canada – November 21, 2018

Digital Era Media Inc., (DEM: [www.ThinkDEM.com](http://www.ThinkDEM.com)) Digital Media Publishers of Canadian Marine & Powersports Listing Sites today announced that it has launched all new versions of [BoatDealers.ca](http://BoatDealers.ca) and [OutboardDealers.ca](http://OutboardDealers.ca) powered by their 6<sup>th</sup> Generation MyDealers.ca platform. These new versions introduce new features, improves performance, and offer even greater ease-of-use.

“We started with a clean slate, as I challenged our talented team to do something special. This isn’t just a step forward for us, it’s a massive jump.” said Chris Perera, Digital Era Media’s President & CEO. “We literally improved every aspect of BoatDealers.ca and OutboardDealers.ca including making them faster, easier to use, cleaner design, with more effective lead generation, and a vastly improved mobile experience.”

BoatDealers.ca receives over 1.5 million unique visitors a year. Launched in 2001, the website has been focused on providing the top visited and most effective online platform for buyers and sellers for new and used boats across Canada.

OutboardDealers.ca is the only website in Canada dedicated to loose new and used outboard motors for sale. Launched in 2016 it currently is used by over 112,000 visitors a year.

"As the most visited marine websites in the country, we knew that we had to focus on the user experience, but also still provide the highest quality publication for Canadian marine advertising. I can confidently say our redesigned sites are great for both our audience as well as the dealers, brokers, manufactures, and products we work with" said Cameron Coleman, Digital Era Media’s National Account Executive.

BoatDealers.ca and OutboardDealers.ca run on the unified MyDealers.ca platform that also powers [MotorcycleDealers.ca](http://MotorcycleDealers.ca), [QuadDealers.ca](http://QuadDealers.ca), and [SledDealers.ca](http://SledDealers.ca) providing a streamlined marketing solution for Marine & Powersports dealers.

To learn more about the MyDealers.ca suite of websites or for business inquiries, contact Rob Hubbs at 888-909-4336 x7000 or [rob@mydealers.ca](mailto:rob@mydealers.ca) or visit the website at [MyDealers.ca](http://MyDealers.ca).