BOATER'S WORLD
Marine Centers

Strategic Alliance for Boating Safety

Coast Guard Auxiliary Association, Inc.
and
Boater's World Marine Centers
(A division of Ritz Camera Centers, Inc.)

September 3, 2005

Our organizations have agreed to work together to promote boating safety throughout the United States. We intend to do this by promoting public education classes, vessel safety checks and outreach efforts.

1. This strategic alliance will be promoted by:

    a. Issuing press releases and/or publishing articles, as appropriate, in our respective national magazines, catalogs and newsletters announcing this alliance.

    b. Sending notices to all stores and flotillas announcing this alliance.

    c. Identifying and encouraging relationships between specific local Auxiliary members and store managers.

2. Membership and participation in our organizations will be promoted by:

    a. Publishing articles on Auxiliary membership programs and opportunities in Boater's World catalogs and flyers.

    b. Authorize Boater's World to publish the Auxiliary Directory of Services for the information of customers.

3. Recreational Boating Safety will be promoted by:

    a. Publishing articles regarding Auxiliary boating safety courses and the Vessel Safety Check (VSC) program in Boater's World catalogs, retail

flyers and/or in store signage as well as through public service announcements.

b. Where appropriate, making store space available for presentation of boating safety classes, booths and Vessel Safety Check stations.

c. Providing course schedules and Vessel Safety Check locations to Boater's World stores for posting and/or distribution to customers.

d. Providing the Auxiliary with a listing of its Boater's World stores and the names of contact persons or store managers.

e. Providing Boater's World the names of contacts within local flotillas.

f. Encouraging local flotillas to contact the local Boater's World store to facilitate the provisions of this Alliance.

g. Informing boaters who participate in a Vessel Safety Check that it is Boater's World policy to offer a 10% discount on any items needed to pass their Vessel Safety Check when the VSC form is presented to store personnel.

h. Coordinating Boater's World select charitable efforts or grants, which enhance the Auxiliary's recreational boating safety programs.

i. Providing Boater's World the opportunity to sell selected Auxiliary recreational boating safety materials and course materials in stores and catalogs.

j. Coordinating the preparation of a joint annual program promoting National Safe Boating Week.

k. Promoting America's Waterway Watch(AWW) program through dissemination of AWW literature in Boater's World stores and catalogs.

l. Providing boating safety literature to Boater's World stores without charge in connection with the Auxiliary Recreational Boating Partnership Program.

The following individuals will be the points of contact for this Strategic Alliance:

U.S. Coast Guard Auxiliary
Jesse L. Harrup, Jr., Chief
Department of Boating
U.S. Coast Guard Auxiliary
1201 Canterbury Lane
Colonial Heights, VA 23834-2709

Boater's World, Inc.
Juan Mendez, General Manager-Retail
Boater's World Marine Centers
6711 Ritz Way
Beltsville, MD 20705

These efforts may be expanded or changed as appropriate. Participation in this alliance is voluntary and does not constitute a binding contractual commitment.

Coast Guard Auxiliary Association, Inc.

APPROVED

Gene M. Seibert, President
Dated: September 3, 2005

Boater's World Marine Centers

APPROVED

Juan Mendez, General Manager
Dated: September 3, 2005

STRATEGIC ALLIANCE SIGNING
Between
Boater's World Marine Centers
And
USCG Auxiliary Association, Inc.

The signing of the revised Strategic Alliance between Boater's World Marine Centers and the U.S. Coast Guard Auxiliary Association, Inc. represents the first update since 1998 between our two organizations.

The details of the new Alliance were coordinated between the Retail Manager of Boater's World, Inc., Mr. Juan Mendez, and the Auxiliary Boating Department's Liaison Division.

Key provisions of this new Alliance include such items as:

1. **Providing recreational boaters a 10% discount on any items needed to pass a vessel safety check.**

2. **Publishing articles regarding Auxiliary boating safety courses and vessel safety checks in Boater's World catalogs, retail flyers, store signage as well as public service announcements.**

3. **Promoting cooperation and interaction between Boater's World store managers and local flotilla leadership.**

4. **Promoting America's Waterway Watch program through dissemination of literature through Boater's World stores and catalogs.**

5. **Making store space available for presentations of boating safety classes, booths and vessel safety check stations.**

And the list goes on…

We are indeed fortunate to have Boater's World Marine Centers as our partner in recreational boating safety.