



SHIPSERV

ShipServ Acquires Mariner's Annual - Frequently Asked Questions (FAQ)

What is ShipServ announcing today with Mariner's Annual?

ShipServ has signed an agreement to acquire Charles Kerr Enterprises (CKE), publishers of Mariner's Annual. ShipServ remains committed to Mariner's Annual's existing customers, markets and products. Both teams are excited to be able to bring the Mariner's Annual products to the largest maritime trading community in the world.

Why is ShipServ acquiring Mariner's Annual?

For the last 10 years ShipServ has been the leader in providing information to the buyers and suppliers of ship supplies to help them find each other easily, connect cost effectively and trade efficiently. The acquisition of Mariner's Annual is the next step in providing better ordering intelligence to buyers and enhanced marketing reach to suppliers.

For buyers in the ShipServ community, the addition of the high quality content in Mariner's Annual will make their experience richer and more rewarding. Mariner's Annual also enhances ShipServ's onboard capability, providing an ordering guide for crews to better communicate their needs to onshore personnel.

For suppliers, ShipServ will be offering even more channels to market and reinforcing the company's position as the first choice marketing partner for the maritime industry.

Why did Mariner's Annual decide to be acquired?

Mariner's Annual is currently owned by CKE, a family run business that has operated Mariner's Annual for more than 50 years. The management of CKE had ideas for taking the business to the next level that exceeded their capacity to deliver on those ideas. Building on their 7 year marketing partnership with ShipServ, they believe that the brand and global reach of ShipServ offers the best way to build into the future.

Will Mariner's Annual customers be affected by the acquisition?

No. ShipServ has acquired a growing and thriving concern and only intends to grow the business further. We remain committed to the existing Mariner's Annual products, and will continue to serve the shipping, offshore drilling, and ship repair industries with an international ordering guide.

How will Mariner's Annual's customers benefit from this announcement?

With the brand and reach of ShipServ behind it, the sky is the limit for Mariner's Annual. Immediately Mariner's Annual advertising customers will extend their reach via the advertising and trading options available from ShipServ today:

- All Mariner's Annual content – both sections of the book – will be searchable by ShipServ Pages users as of the 2010 edition.



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- Mariner's Annual advertisers will receive a one-year Premium Listing in ShipServ Pages at no cost to them. ShipServ Pages contains Basic and Premium Listings. A Premium Listing provides more information about a company than a Basic Listing, for which anyone may sign up. It will also be presented above Basic Listings relevant to the same search results.
- Those advertisers who are already ShipServ members will receive a one-month banner in Pages for one of their product categories at no cost to them. It will run sometime in 2010, to be agreed with the advertiser.
- Every Mariner's Annual advertiser will have a Mariner's Annual logo placed on their listing in Pages, adding an extra mark of trust in support of promoting their company.

Will ShipServ continue to offer a printed Mariner's Annual directory?

Yes. ShipServ has acquired a complementary channel to its existing business and has no plans to change the current Mariner's Annual offering. ShipServ plans to take the Mariner's Annual formula of content acquisition and distribution success and apply it more extensively in the global marketplace.

Will this impact the plan for the 2010 edition of Mariner's Annual?

We have no plans to change the annual Ordering Guide production process. So the next edition of the Ordering Guide (due Spring 2010) will continue as normal.

Who at ShipServ will be responsible for overseeing the Mariner's Annual business?

Mariner's Annual will be published by a discrete business unit and the current CKE team, under the leadership of Chris Kerr, remains in place.

Will ShipServ retain CKE's existing employees?

Yes. CKE has a strong and knowledgeable team that is valuable to the Mariner's Annual business and to ShipServ Pages, and both companies are committed to creating a seamless transition.

Will ShipServ keep the Mariner's Annual brand name?

Yes, although we will obviously look to create a closer association to the ShipServ brand.

Where can I get more information?

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