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Aventura Welcomes Newer, Larger West Marine Store

Festivities for Mar. 17-20 grand opening includes food trucks and refreshments, live music and Cruising for a Cause charity night event

WATSONVILLE, CA (February 9, 2016) - West Marine, the world's premier Waterlife Outfitter, is thrilled to celebrate the grand opening of its brand-new, larger store in Aventura, Florida, Mar. 17-20. The store will host an array of attractions on opening day, Mar. 17, including food trucks and refreshments, live music and entertainment, and West Marine's popular Cruising for a Cause charity night event.

The new store is located at 17641 Biscayne Blvd. in Aventura. Come celebrate St. Patty's Day with West Marine and enjoy tasty fare from popular Miami-area food trucks BITE and BC Tacos (including some Irish-themed dishes!), refreshments, live music from local favorite Kevin Hurley, and fantastic raffle giveaways from some of West Marine's top vendors.

West Marine's Cruising for a Cause charity night will be open to the public from 5-8 p.m. Mar. 17, with the official ribbon-cutting ceremony to take place at 5:15 p.m. Tickets can be purchased at the door for \$10. All money collected from ticket and raffle sales will be donated to local, pre-selected nonprofit organizations participating in the event.

Cruising for a Cause will be emceed by Paul Castronovo, start of the Paul and Young Ron Show, a staple in South Florida for the last 25 years and the longest running show in the region's history. Castronovo also happens to be an avid angler and diver. He'll be onsite in the store from 5-7 p.m. Mar. 17.

The new, 15,000-square-foot West Marine store is home to thousands of SKUs and is designed to appeal to the local offshore fishing, sailing and cruising communities, as well as those who enjoy paddlesports and simply spending time in, on and around the water.

Merchandise highlights include:

- **Fishing:** All variety necessary to satisfy customers in our indoor Fishing Shack

- **Apparel:** Men's and women's shorts, shoes, sunglasses, t-shirts, weatherproof and safety gear, and more
- **Engine Parts:** Fully equipped to handle outboard and inboard motors
- **Stand-Up Paddleboards/Kayaks:** An array of options for paddling
- **Electronics:** Vast selection of all type of electronic gear from today's hottest brands

"The new store will be a welcome port for both locals and the large number of tourists who come here to enjoy our beaches year round," says West Marine's Aventura store manager, Sam Robinson. "We'll have more of everything and truly be a one-stop shop for all who enjoy life on the water."

Robinson has been with West Marine for more than 21 years and managed three of the company's stores before joining the Aventura store team. A boater since the age of nine, his first ocean crossing was on a 19-foot center console with his father when he was just 13 years old, to the neighboring island of Guadeloupe. While not on the water, you can find Robinson tooling around on his motorcycle and spending time with family in the area.

West Marine's Aventura crew consists of 19 associates who have more than 175 combined years experience cruising, fishing, sailing and paddling to provide excellent customer service for customers.

"The entire Aventura store team is as passionate about life on the water as our customers," says Robinson. They're here to help with any type of questions, from the best spots for sailing and paddling, to how to make necessary repairs."

For more information, contact West Marine's Aventura store at 305-356-2500.

About West Marine

Each person has a unique connection to the water. At West Marine (westmarine.com, NASDAQ: WMAR), our knowledge, enthusiasm and products prepare 21st century adventurers to foster that connection and explore their passions. With more than 260 stores located in 38 states and Puerto Rico, an eCommerce website reaching domestic and international customers, and a wholesale business for our professional customers, West Marine is recognized as a leading Waterlife Outfitter for cruisers, sailors, anglers and paddlesports enthusiasts. Since first opening our doors in 1968, West Marine associates continue to share the same love for the water as our customers and provide helpful advice on the gear and gadgets they need to be safe and have fun.

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