

## **New company will operate Boatdealers.ca**

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A new media company has formed to operate Canada-based Boatdealers.ca and other digital media channels.

The new company, Digital Era Media Inc., will create digital media channels to be accessed by PC and mobile devices via the Internet. DEM will take the business model of Boatdealers.ca and apply it to other vertical market segments.

DEM will be headed by president and CEO Chris Perera, who founded Boatdealers.ca in 2001. He has a background in sales, marketing and software development.

"I have enjoyed creating one of Canada's largest boating-related mediums," Perera said in a statement. "DEM is the right vehicle for Boatdealers.ca to be taken to its next level of potential."

The DEM team also consists of members focused on marketing, sales, support, and software development, allowing the latest technologies and design concepts to be applied to Boatdealers.ca and future channels. In addition, DEM will be offering digital media production for third parties.