

## New Media Company Formed to Operate Boatdealers.ca

Digital Era Media Inc., (DEM: [www.ThinkDEM.com](http://www.ThinkDEM.com)) today announced its formation as a media company. DEM is focused on creating digital media channels to be accessed by PC & mobile devices via internet. Each channel will be a vertical market segment supported by its advertisers in those respective industries. They will be taking over production of Boatdealers.ca which has been run privately by DEM's President & CEO, Chris Perera.

Chris Perera founded Boatdealers.ca in 2001, which has grown to serve millions of Canadian boating consumers. He has a background in sales, marketing, and software development. DEM's current team also consists of members focused on marketing, sales, support, and software development.

"I have enjoyed creating one of Canada's largest boating related media's," said Chris Perera, Digital Era Media's President & CEO. "DEM is the right vehicle for Boatdealers.ca to be taken to its next level of potential. I'm very excited for the opportunity to lead a team of talented individuals that will grow DEM's boating media, and produce other high quality online channels."

DEM will look to take the business model of Boatdealers.ca and apply it to other vertical market segments.

Their newly formed resource team is specialized in various aspects of DEM's business needs. Thus, 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.

For information visit: [www.boatdealers.ca](http://www.boatdealers.ca)