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**TO BETTER SERVE BILOXI BOATERS AND ANGLERS,  
WEST MARINE ANNOUNCES GRAND OPENING OF NEW BIGGER STORE**

*Free Boat Show, Tips from Experts and Giveaways to Customers  
Join the Festivities, February 17-19, 2012*

**WATSONVILLE, Calif. (January 16, 2012)** - West Marine announced the grand opening celebration of its new store in Biloxi, Mississippi from Friday, February 17 through Sunday, February 19. Located at 2418 Pass Road in the Shoppes at Popp's Ferry West Shopping Center, grand opening events will take place 8:00 am – 9:00 pm on Friday & Saturday and 8:00 am – 7:00pm on Sunday.

Responding to the needs of Biloxi area boaters, the new West Marine is one-third bigger than the previous location, with over 10,000 square feet. The increased space allows for an expanded product selection of saltwater fishing gear and tackle specifically selected for the region. Larger assortments of engine parts and maintenance products are also available as well as a large selection of technical clothing and foul weather gear designed by boaters and anglers, for boaters and anglers.

Store Manager and Biloxi native Mike Miller has been with West Marine for over 21 years. When not at West Marine, Mike can be found out on his Bay Boat fishing or enjoying the Gulf with his family on board. "The entire Biloxi West Marine crew is eager to serve our Customers at our new location," says Miller. "By increasing the size of our store, we will offer even more in terms of fishing gear, engine parts and everything you need for a great day of boating and fishing on the Gulf," Miller adds.

There will be 14 associates at the new West Marine with over 130 years of combined boating, fishing and sailing experience.

**About West Marine**

West Marine, the largest specialty retailer of boating supplies and accessories, has more than 319 company-owned stores located in 38 states, Puerto Rico and Canada and three franchised stores located in Turkey. Our call center and Internet channels offer Customers over 70,000 products plus the convenience of exchanging catalog and Internet purchases at our Store locations. Our Port Supply division is one of the largest wholesale distributors of marine equipment serving boat manufacturers, marine services, commercial vessel operators and government agencies. For more information on West Marine's products and store locations, or to start shopping, visit [westmarine.com](http://westmarine.com) or call 1-800-BOATING (1-800-262-8464).