Laurie Fried
Chief Sustainability Officer

Chuck Hawley
Vice President, Product Information

Our Mission is to be the best supplier of boating-related products and Services that provide outstanding value to every Customer.

We are committed to providing the best possible customer experience, so That each and every Customer regards us as an outstanding company and rewards us with their business.

We will provide an open, supportive, challenging, team-oriented environment, Where our Associates can achieve job satisfaction, professional and personal Growth, and be compensated based on company and individual performance.

We will work to improve and protect marine habitats, reduce our impact on the environment, and promote boating.

We will achieve superior financial returns for the benefit of our Associates, Customers and Shareholders.

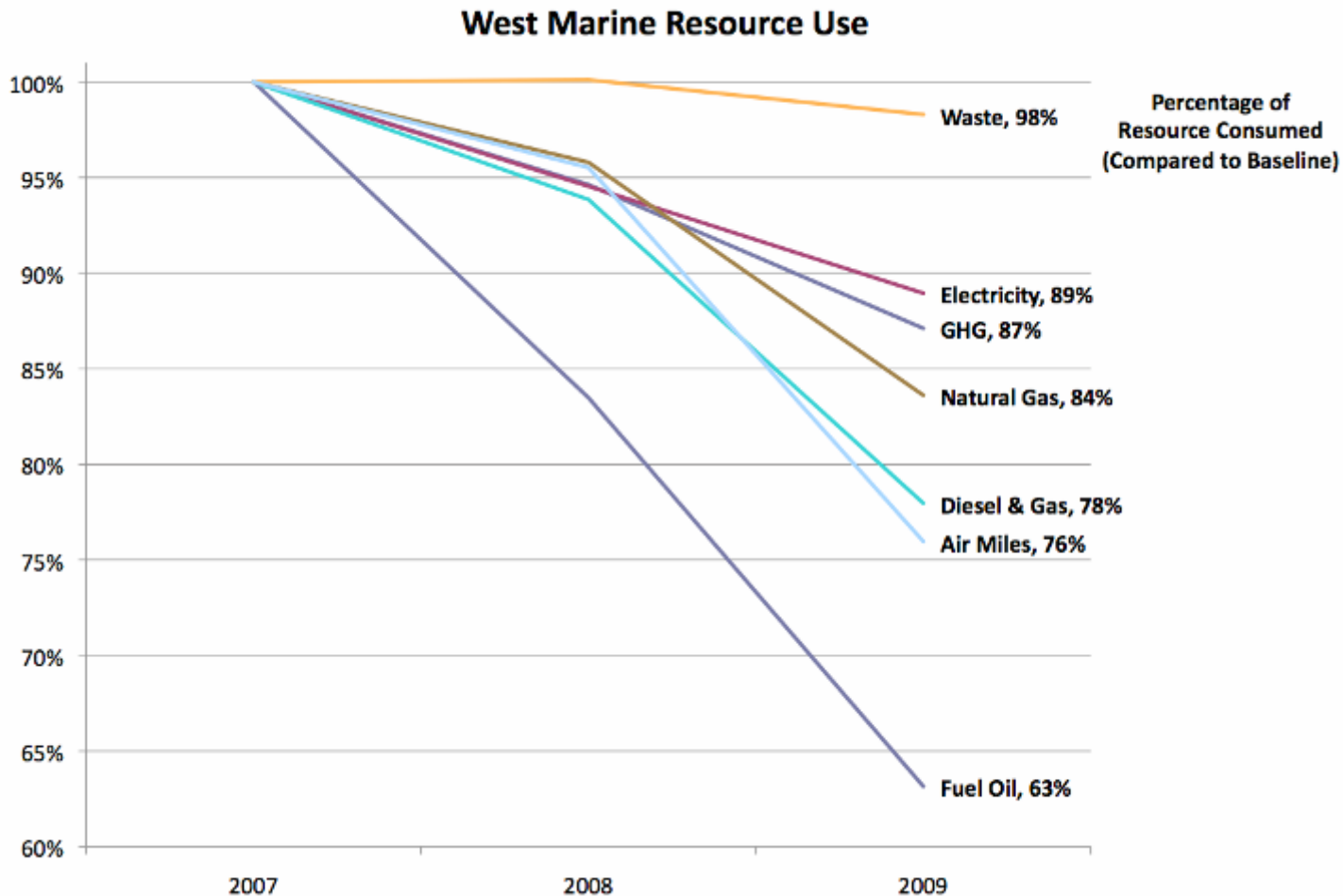# Sustainability Defined

- People
- Planet
- Prosperity

"**Sustainable Development meets the needs of the present without compromising the ability of the future generations to meet their own needs.**"

UN WCED (Brundtland Commission)
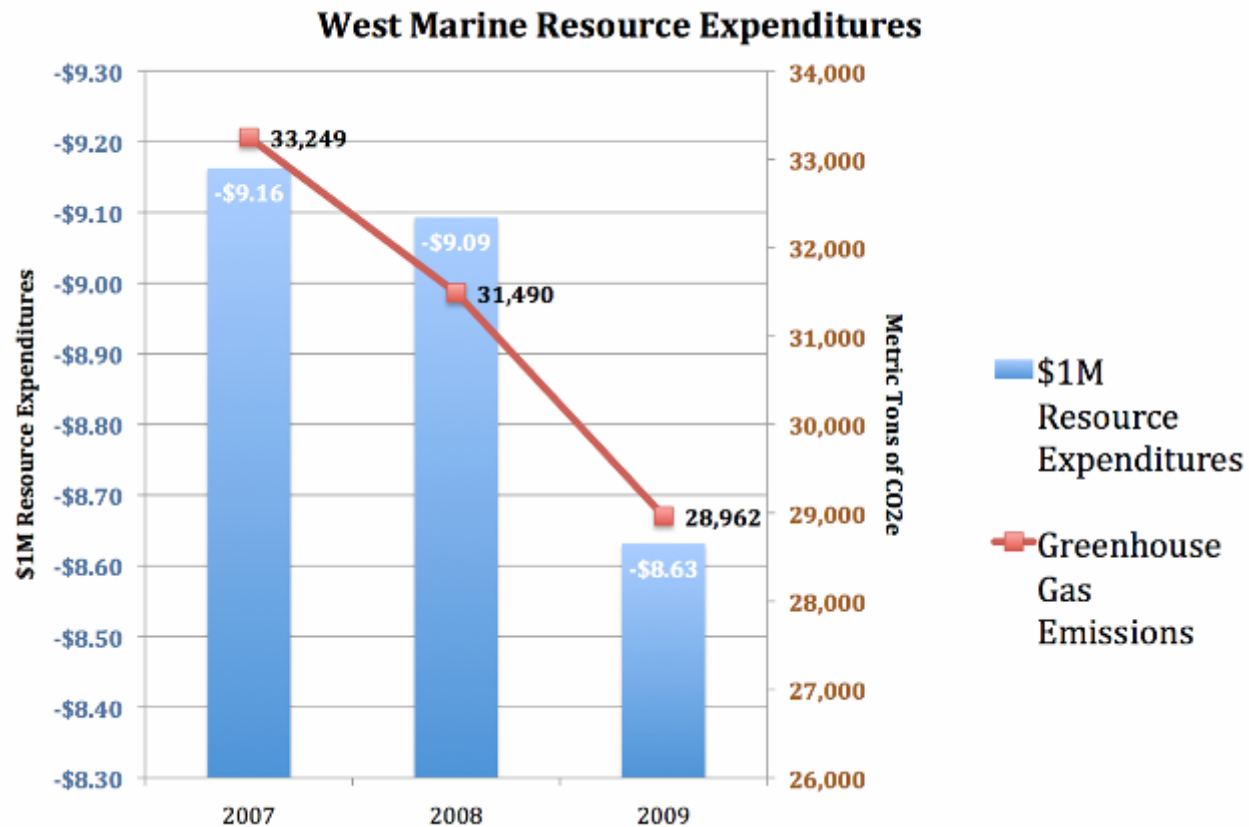Our Common Future 1987

West Marine

Sustainability Goals

- Significantly Increase Sustainability in our Operations
- Provide the Best Sustainability Options for our Customers
- Communicate our Sustainability Aspirations & Accomplishments

- Six Task Forces:
  - Waste
  - Energy
  - Green Building
  - Transportation Efficiency
  - Green Products
  - Communications

West Marine

Significant Progress Towards Sustainability to Date

West Marine Resource Use

Percentage of Resource Consumed (Compared to Baseline)

Waste, 98%
Electricity, 89%
GHG, 87%
Natural Gas, 84%
Diesel & Gas, 78%
Air Miles, 76%
Fuel Oil, 63%

Sustainability adds up to Significant Savings

West Marine Resource Expenditures

- 2007-2009 spent about $530,000 less on utilities and fuel annually over 2007 baseline, or about 6% savings.
- A 13% reduction in our carbon footprint.

What do our Customers care about?

Customer Survey

-40,000 randomly selected West Marine customers contacted via email

-Response: 1,148 completed surveys (2.9% response)

-70% Power, 25% Sail, 5% Other

What do our Customers care about?

- 80% are extremely or very concerned about **water pollution**
- 82% are extremely or very concerned about **healthy fish stocks**
- 82% say it's extremely or very important that products are **safer for the user**

Does West Marine support issues that are important to you?

No
1%

Yes
22%

I don't care
what West
Marine
Supports
7%

I don't know
70%

West Marine
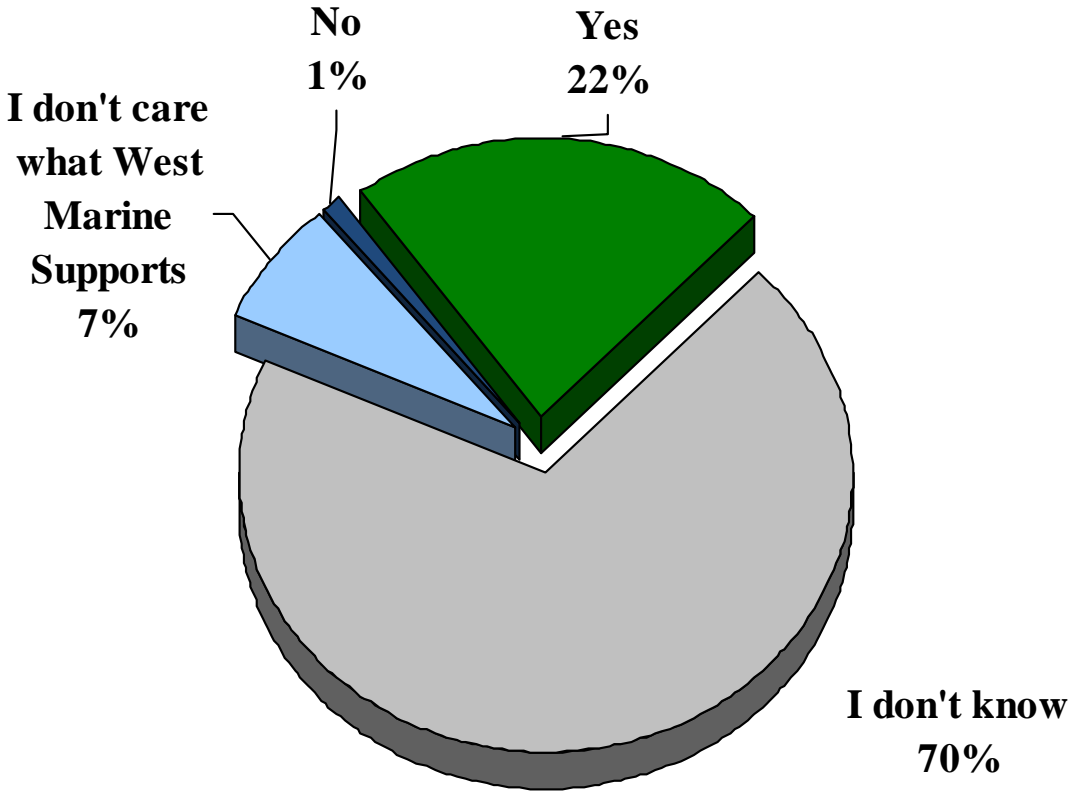
The Problem:

Much of what we do is invisible
to our customers.

The Solution:

Raise the visibility of our commitment to sustainability by tying our Company's diverse initiatives together under a single, powerful identity.

Welcome to our….

BlueFuture
West Marine

BlueFuture
West Marine

By working together, we can help to create a sustainable future for our planet.

BlueFuture
West Marine

Through our BlueFuture initiatives,
West Marine works to:

Through our BlueFuture initiatives,
West Marine works to:

1. Reduce our impact on the environment

Through our BlueFuture initiatives,
 West Marine works to:

1. Reduce our impact on the environment

2. Improve and protect marine habitats

3. Grow the sport and recreation of boating

West Marine is committed to protecting our marine environment and to providing leadership for the marine industry in the development of environmentally preferable products. All West Marine Pure Oceans Brand products are:

- Environmentally preferable alternatives that are less toxic, less environmentally persistent, less bio-accumulative, and which use the latest in sustainable technology
- No unnecessary ingredients or fillers. No testing performed on animals
- Performance equal to or better than comparable products
- All claims for green alternatives can be verified by third party agencies using scientifically accepted, reputable methods
- Affordable alternatives that offer fair value
- Minimal packaging using recycled and/or recyclable materials
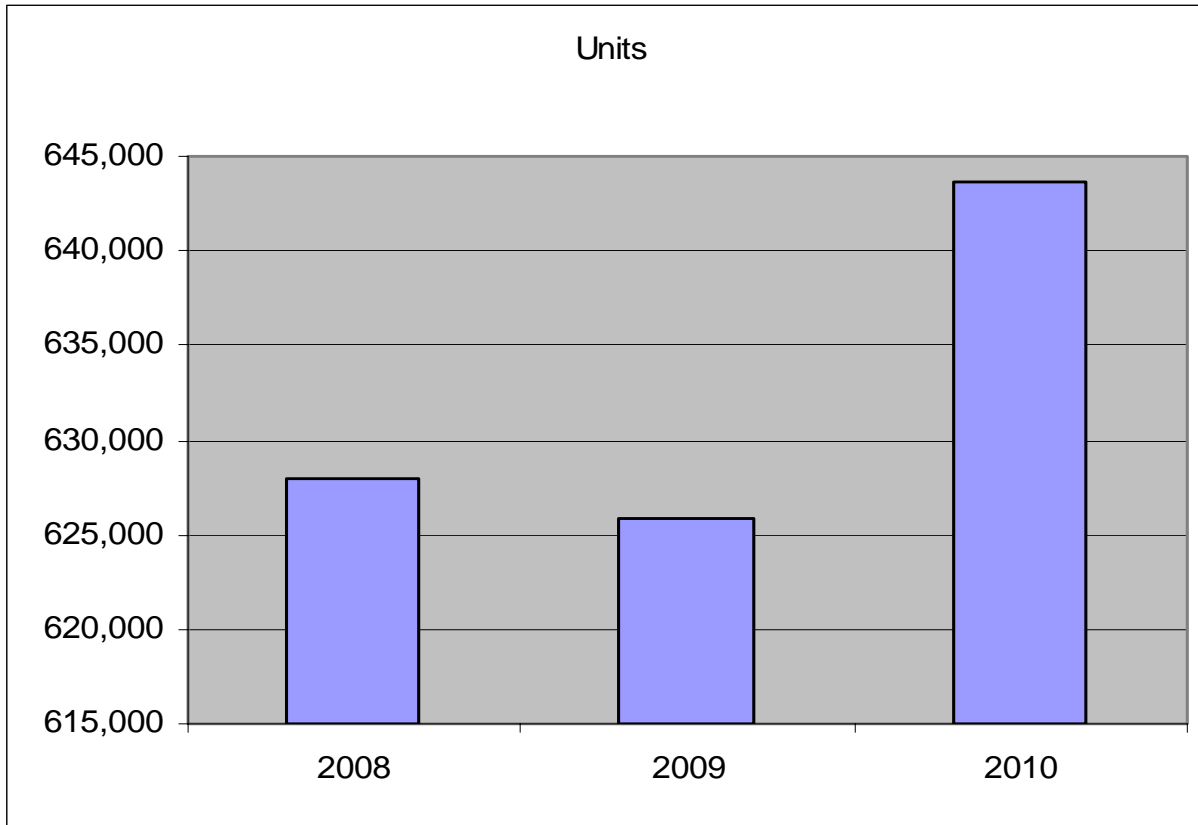
Our Customers have chosen 1,897,504 Environmentally Preferable Products over traditional alternatives (2008-10) .
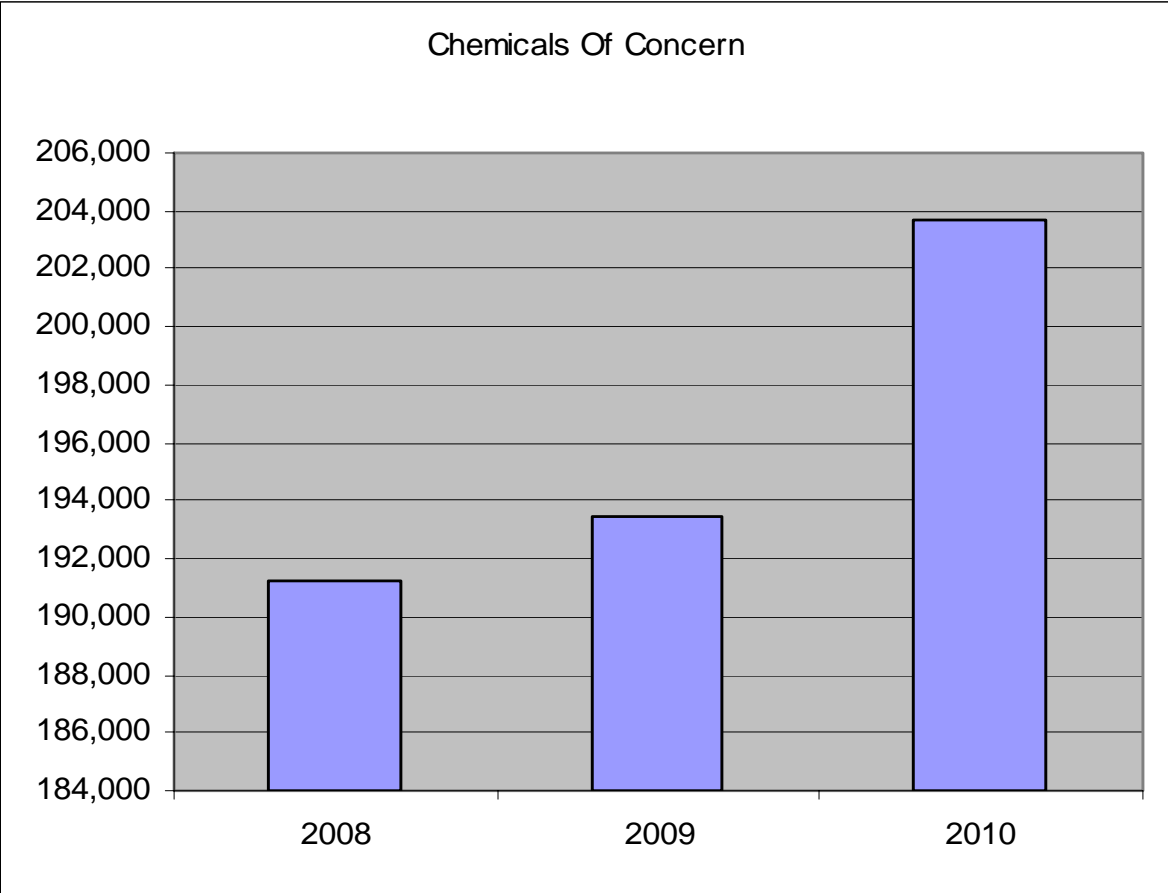
By choosing "greener" products our Customers have reduced the use of Chemicals of Concern by 588,322 lbs.

95 Products

95 Products

95 Products

95 Products

West Marine

Green Product of the Year

Green Product of the Year

West Marine