

WEST MARINE INFORMATION DISCLOSURE POLICY – INVESTMENT COMMUNITY

Our Information Disclosure Policy (“Policy”) provides for the broad, public disclosure of material non-public information regarding West Marine consistent with the SEC’s Fair Disclosure Regulation (“Regulation FD”). As such, we will maintain an active and open dialogue with our investment community, subject to compliance with the Regulation FD, and without advantage to any particular analyst or investor. We have informed our Associates and Board of Directors of this Policy, including contact with the news media and financial community and the requirement that all inquiries from or communications to financial analysts, research firms and news reporters be directed to our “Authorized Persons” (see below) for response. This Policy helps to protect our Associates and Board members from an inadvertent violation of SEC regulations.

1. **Disclosure of Material Information:** We believe it is in the Company's best interest to maintain an active and open dialogue with Stockholders and potential investors regarding the Company's historical performance and future prospects. In this regard, it has been, and will continue to be, our practice to disclose material non-public information about the Company publicly, not selectively. To help ensure that we handle simultaneous disclosure of this information to the public, we typically issue a press release describing the information and the context of the disclosure. The information also may be made available on our website at www.westmarine.com in the investor relations section. Also, in some circumstances, such as with our quarterly earnings releases, we file a Form 8-K with the SEC. Please do not assume, however, that all press releases that may be issued with an investor meeting contain material information. Some of our press releases may highlight our achievements, vendor alliances and new initiatives, many of which are not material under securities laws. If a West Marine representative inadvertently discloses material non-public information requiring disclosure, we will issue a press release describing the information provided and the context of the disclosure, the information also will be made available on www.westmarine.com, and where required, we will file a Form 8-K.

2. **Authorized Persons:** Only the following people (“Authorized Persons”) are authorized to disclose material non-public information about West Marine: Board Chair; Board Committee Chairs; Chief Executive Officer; Chief Financial Officer; Controller; Investor Relations Personnel; General Counsel; and other people who may be designated in writing as Authorized Persons. We may immediately respond to questions from our investment community that relate to information which is solely historical and already public. For all questions, we will determine whether to respond (i) directly to the person making the inquiry, (ii) through a public disclosure or (iii) not at all. For about two weeks following our quarterly earnings release, we may also answer questions that relate to forward-looking information, if any, contained in our quarterly earnings release or disclosed by us during the earnings conference call.

3. **Earnings Press Release:** With respect to quarterly earnings: (i) we issue a press release through widely circulated news and wire services (and file a Form 8-K); (ii) we then conduct a public conference call and provide advance public notice and public access information for each scheduled conference call. Anyone may listen to the call by telephone; (iii) we allow a limited group to ask questions on the conference call, as long as all listeners can hear the questions and answers; and (iv) we make an audio recording of the conference call publicly available through our website for approximately one week following the call. After this time, the call will be removed so that the information does not become stale. Media representatives are welcome to participate in listen-only mode on our conference calls. Follow-up questions may be directed to a West Marine Authorized Person by phone or by mail, subject to the determination made pursuant to paragraph 2 above.

4. **Guidance and Updates:** The Company may determine that it is appropriate to make statements about expectations for future results. The decision whether or not to do so is the responsibility of the Authorized Persons. If we provide guidance, we generally will do so at the beginning of the Company's fiscal year. Whenever the Company has issued any estimate or comment regarding earnings or other financial measures it will ordinarily be issued through a press release and the filing or furnishment of a Form 8-K. If business trends or our internal forecasts suggest that a change in our financial outlook is material and that public disclosure is warranted, we will issue a press release with a revised financial outlook, with the information also posted on our website at www.westmarine.com (and, where required, we will also file a Form 8-K with such information).

5. **Analyst Reports:** While we may elect to review materials prepared by our analysts, we will not preview, edit or comment (orally or in writing) upon any such material, except that we may correct inaccuracies by referring to publicly available, historical, factual information, and, in limited circumstances, to forward-looking information relating to statements made by us in our quarterly earnings release or publicly disclosed by us during the quarterly earnings conference call.

6. **One-on-One Meetings and Analyst and Investor Conferences:** One-on-one meetings are limited to previously-released financial information and historical data. We will continue to use the safe harbor guidelines for forward-looking information as part of individual, group, and conference investor communications formats. Information regarding markets, products, processes, etc., will be discussed as long as it is not considered to be material information. We continue to look forward to participating in and presenting at analyst and investor conferences. We will put the formal presentation on our website prior to the meeting and for events hosted by us, we will make every effort to make webcasting connectivity available for the formal presentation. Visit the Investor Relations section of our website to stay abreast of information about West Marine - items of interest to investors will be posted here.

7. **Responding to Market Rumors:** We do not have a general duty to monitor and to correct or verify rumors in the market unless those rumors can be attributed to us or a stock exchange requests disclosure when the rumor is causing unusual activity in our securities. Generally, we adopt a "no comment" policy with respect to rumors that are not attributable to us by stating that “our policy is not to comment on rumors or speculation.” Like most companies, we follow this approach consistently in order to avoid providing an implied confirmation or denial in other circumstances.

8. **Quiet Period:** We impose a quiet period for one week prior to the end of any quarter until the release of quarterly earnings during which time our management will not comment on current expectations, business trends or earnings estimates. However, during the quiet period our management may comment on general Company background or information that has been publicly disclosed previously.

This Policy will be available on www.westmarine.com in the Investor Relations section. If you have any questions please contact our Investor Relations Department at 831-761-4229. Thank you.