Maretron

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Maretron Announces the Appointment of SM Group (Europe) Ltd. as its New Distributor for the United Kingdom

PHOENIX, Jan. 13, 2010 – Maretron announces the appointment of SM Group Ltd. as its new distributor for the United Kingdom (UK) and Ireland. Effective immediately, SM Group will market and distribute the Maretron product line in the UK and Ireland through their existing marine electronics dealer network.

"Maretron's partnership with SM Group should allow us to grow our distribution network exponentially in the UK and Ireland. Not only will SMG bring a fresh focus into their geographical marine electronics marketplace, but they also enable Maretron's new generation of affordable Vessel Monitoring Systems to be seriously introduced in the UK," says Larry Anderson, Maretron's Vice President of Sales & Marketing.

Established in 1973, SM Group is a leading distributor of specialist electronic equipment for the Marine, Automotive and Outdoor Pursuit markets. SM Group sells product through a network of approved retail outlets and via selected internet traders.

SM Group has officially introduced the Maretron product line at the London Boat Show, currently taking place January 8th – 17th at the Excel Centre in London, UK.

For more information about Maretron, please visit us at the following 2010 boat shows:

- *PassageMaker Trawler Fest: Jan 29-31, 2010, Ft. Lauderdale, FL*
- *Seattle Boat Show: Jan 29 – Feb 6, 2010, Seattle, WA*
- *Miami International Boat Show: Feb 11-15, 2010, Miami Beach, FL*

Or visit us online at:
http://www.maretron.com

About Maretron
Maretron designs, manufacturers and markets leading-edge networked electronics for the marine marketplace. Maretron's products are designed to the open industry NMEA 2000® standard, which allows electronic equipment from diverse manufacturers to be networked together for sharing information throughout the vessel. Maretron's corporate philosophy is to provide premium quality, state-of-the-art marine electronics that work together with traditional navigation techniques for the highest level of safety and performance while boating. For detailed product information visit www.maretron.com.

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