Maretron

CONTACT: Larry Anderson
VP Sales and Marketing, Maretron
+1 602 861 1707
sales@maretron.com

FOR IMMEDIATE RELEASE

Maretron Announces the Appointment of Arimar as its New Italian Distributor

PHOENIX, February 1, 2011 – Maretron announces the appointment of Arimar SPA as its new and exclusive distributor for Italy. Effective immediately, Arimar will take over all responsibilities for development of the marketing and distribution channels for Maretron products within Italy.

Larry Anderson, VP of Sales & Marketing at Maretron stated, "With Arimar, we have found a professional and well-recognized partner to develop the distribution as well as technical support for our fast growing vessel monitoring and control products. Arimar, having served the Italian marine market for over 20 years, brings Maretron a technical dealer network throughout Italy along with solid vendor relationships among all of the important boat builders in Italy."

"Maretron provides Arimar with a very nice complimentary range of products that are based on the new industry open NMEA 2000® network which fits perfectly into our product portfolio to benefit equally technical dealers and boat builders in Italy," says Massimo Bugli of Arimar.

Arimar will display the Maretron product range at the 2011 Seatec exhibition including several new vessel monitoring products that will be shown to the boat builder trade market for the first time.

For more information about Maretron, please visit us at the following 2011 boat shows:

- *Miami International Boat Show: Feb 17-21, Miami Beach, FL (Booth 1648)*
- *Trawler Fest: May 12-14, Anacortes, WA*
- *NMEA Convention: Sept 28 – Oct 1, Sanibel Island, FL*
- *Trawler Fest: Oct 6-9, Baltimore, RI*
- *IBEX: Oct 17-19, Louisville, KY*
- *Ft. Lauderdale International Boat Show: Oct 27-31, Ft. Lauderdale, FL*
- *METS: Nov 15-17, Amsterdam, Netherlands*

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

About Maretron

Maretron® designs, manufactures, and markets leading-edge vessel monitoring and control systems for recreational and commercial boating. Our products are designed to the open industry NMEA 2000® standard, which allows electronic equipment from diverse manufacturers to be networked together to share information throughout the vessel. For detailed product information, please visit www.maretron.com for more information.

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