

Maretron

FOR IMMEDIATE RELEASE

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Maretron Introduces Revolutionary New Positive Displacement Fuel Monitoring System for NMEA 2000®

PHOENIX, July 25, 2011 – Maretron announces the release of its latest vessel monitoring capability with the introduction of the Fuel Flow Monitor (FFM100). Maretron's FFM100 provides precision fuel flow information to help optimize fuel consumption, which can save thousands of dollars in fuel operating cost.

The FFM100 uses state-of-the-art, positive displacement metering technology for unprecedented accuracy. Larry Anderson, Maretron VP of sales & marketing, said "the accuracy of the FFM100 is nearly that of commercial vessel systems costing tens of thousands of dollars, yet the FFM100 costs less than existing recreational systems found on the market today."

Additional benefits of positive displacement metering technology are: elimination of flow conditioning components such as "straighteners" and pulsation dampers, true temperature compensation with embedded temperature sensors, and detection of momentary reverse flow in the fuel lines due to fluctuating pressure caused by the injection pump.

In this day and age of high fuel costs and concern for our natural environment, this new capability from Maretron is providing a true green alternative to just gross consumption with no regard to the financial cost or pollution of our air.

Lastly, the FFM100 can be used for fluid types other than fuel (e.g., water, oil, etc.) by ordering the appropriate flow sender.

To see these and other Maretron products, please visit us or our distributor at the following 2011 boat shows:

- *Southampton Boat Show: Sept 16-25 (Stand G098)*
- *NMEA Convention: Sept 28 – Oct 1, Sanibel Island, FL (Booth #51)*
- *Trawler Fest: Oct 6-9, Baltimore, RI*
- *IBEX: Oct 17-19, Louisville, KY (Booth #2518)*
- *Ft. Lauderdale International Boat Show: Oct 27-31, Ft. Lauderdale, FL (Booth #303-304)*
- *METS: Nov 15-17, Amsterdam, Netherlands (Stand 01:115)*

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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