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FOR IMMEDIATE RELEASE:

AIRMAR TECHNOLOGY HIRES NEW MARKETING MANAGER

Jennifer Piper to Manage Marine and Industrial Marketing Programs

MILFORD, NH. (October 24, 2011) – AIRMAR Technology Corporation, a leading manufacturer of marine transducers and sensor technology, today announced that Jennifer Piper has joined the Airmar marketing team as the new Marketing Manager. Piper will play an integral role in furthering the Company’s vision and strategy, enhancing Airmar marketing initiatives and leading all aspects of the Company’s branding. Piper will oversee marketing activities in each of the Company’s marine segments and direct Airmar’s brand message including advertising, public relations, and new collateral development.

Piper brings a diverse background in marketing and technology to the Airmar team. Before joining Airmar, Jennifer was Senior Manager of Marketing Programs at VISTAGY in Waltham, Mass., where she successfully oversaw numerous marketing programs for the wind, automotive interiors, marine and aerospace industries to support the company’s strategic and financial goals globally. Prior to joining VISTAGY, she was an advertising Account Executive at Matzell, Richard & Watts in Boston, Mass.

“Jennifer’s expansive background in marketing solutions and strategic planning will make her a valuable member of our team. Her expertise and demonstrated leadership will help us further develop our customer base and penetrate new markets,” said Jennifer Matsis, Vice President of Sales and Marketing. Piper has a B.S. in marketing from Arizona State University and an M.B.A. from Suffolk University.

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About AIRMAR

Airmar Technology Corporation is a world leader in the design and manufacture of sensing technology for marine and industrial applications. The Company's product line includes advanced ultrasonic transducers, flow sensors, WeatherStation[®] instruments, and electronic compasses used for a wide variety of applications including fishing, navigation, meteorology, survey, level measurement, process control, and proximity sensing. Established in 1982, Airmar's headquarters are located in Milford, New Hampshire, with distribution offices in Lake City, South Carolina; and Saint Malo, France. Visit the Company's web site at www.airmar.com.

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