



*Sensing Technology*

## **NEWS RELEASE**

*For more information contact:*

Jennifer Piper  
AIRMAR Technology Corporation  
[jpiper@airmar.com](mailto:jpiper@airmar.com)  
603.673.9570

Suzanne Hawley  
[suzannehawley@comcast.net](mailto:suzannehawley@comcast.net)  
603.487.2038

### **AIRMAR SIGNS ON AS SPONSOR OF INTERNATIONAL FISHING TOURNAMENT 2012 Bermuda Big Game Classic Offers Valuable Exposure for CHIRP Technology**

**FOR IMMEDIATE RELEASE: MILFORD, NH. (July 9, 2012)** – AIRMAR Technology

Corporation is pleased to announce that it joined the team of sponsors for the 2012 Bermuda Big Game Fishing Classic, Bermuda's largest billfish event and the centerpiece of the Bermuda Triple Crown Billfish Championship. Entering its twelfth year, The Classic is a three-day, big-fish team event with Top Team honors going to the team that tallies the most points during the tournament. This year's tournament will be held July 11 – 15, 2012 and is a qualifying event for the IGFA (International Game Fish Association) Offshore World Championship.

“More sport fishermen are discovering the edge that CHIRP technology gives them in a competitive tournament where locating an exact species of fish miles from shore in deep water is critical,” quoted Jennifer Matsis, Vice President of Sales and Marketing. We saw this sponsorship as a perfect opportunity to showcase AIRMAR’s CHIRP transducer series to a group of serious anglers,” Matsis added. AIRMAR is a silver sponsor of the Classic and will be awarding the winner a CHIRP transducer of his choice. When AIRMAR’s new transducer is paired with a broadband fishfinder with receive signal processing, the result is five times greater sensitivity and performance than current fishfinder technology. CHIRP (compressed high-intensity radar pulse) delivers extreme target detail and resolution down to 10,000 feet as well as precise discrimination between small, closely spaced fish. Sponsorship of the Bermuda Big Game Classic follows the launch of CHIRP technology at the Miami Boat Show and is part of the company’s efforts to demonstrate how this revolutionary technology is changing the game for professional and sport fishing enthusiasts.

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About AIRMAR

AIRMAR Technology Corporation is a world leader in the design and manufacture of ultrasonic sensor 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](http://www.airmar.com).

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