

NEWS RELEASE



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AIRMAR LAUNCHES BLUEFIN TUNA EXPEDITION IN SCOTLAND CHIRP Technology Takes Center Stage in Summer Event

FOR IMMEDIATE RELEASE: Milford, NH (June 20, 2012) – AIRMAR Technology Corporation is pleased to announce the launch of *'Bluefin Tuna - Past and Present'*, a summer fishing expedition focused on utilizing the latest fishfinding technology to locate Atlantic bluefin tuna in the waters surrounding Scotland. This species has been overfished in the last twenty years but some recent studies and climatic changes are showing an encouraging rebirth of the North Atlantic population thanks to some great conservation efforts in the Western Atlantic. "We see this as a perfect opportunity to demonstrate AIRMAR's new CHIRP technology," quoted Bertrand Picarda, General Manager AIRMAR EMEA (Europe, Middle East and Africa). AIRMAR's new broadband transducers deliver five times greater sensitivity and performance than current fishfinder technology and are the enabling technology for next generation CHIRP (compressed high-intensity radar pulse) fishfinders. "Our goal is to demonstrate the return of the bluefin tuna in our region by utilizing the latest echosounder technology," added Picarda.

As the Leader of the expedition, Picarda has pulled together a team of industry experts dedicated to raising the profile of big game fishing in Europe. Besides being an employee of AIRMAR Technology Corp., Picarda has over a decade of experience in big game fishing with general and proven results in BFT (Bluefin tuna) competitions in the Mediterranean from 1998 through 2003 including two national titles in the French Tuna Fishing Championship in 2001 & 2002.

AIRMAR has partnered with GARMIN to outfit the project boat with a full suite of cutting edge marine electronics including Garmin's new GSD 26, the company's new black-box sounder with Spread Spectrum CHIRP technology. "We're excited to join AIRMAR in a project that showcases serious fishfinding technology that has completely changed the fishfinder industry," quoted Nigel Craine, Garmin's European Marine OEM Sales Manager. The project boat, '*Keep it Reel*' is a 40' Rodman 1250 Fisher Pro owned by Barry Larsen, famous motorboat racer and sportfishing enthusiast.

The expedition will begin on June 21st in North Minch, the Atlantic sea channel between the Outer Hebrides island group on the west and the mainland of Scotland on the east. The channel varies in width between 25 and 45 miles (40 and 70 km) and has both great depth and a rapid current. The expedition will take place from June – October with the team's goal of fishing ten days per month in different locations. For full project details including a team biography, boat information including a full list of equipment, itinerary and photos, please visit www.airmar.com/blog. The blog goes live today and will be the primary source for information on '*Bluefin Tuna - Past and Present*'.

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.

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