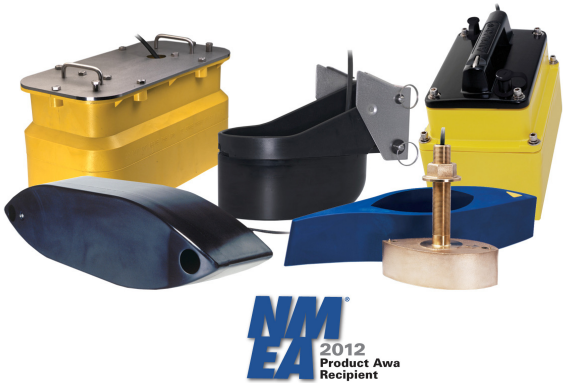


NEWS RELEASE

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AIRMAR'S CHIRP BROADBAND TRANSDUCERS ACHIEVE SUPERIOR RESULTS FOR BOTH CHIRP-READY AND NON-CHIRP ECHOSOUNDERS

CHIRP Transducer Technology Provides Superior Performance for Current Fishfinders and Dramatic Advancements in Future Echosounder Development

MILFORD, NH. (December 18, 2012) – AIRMAR Technology Corporation is pleased to announce an expanded market for the company's innovative CHIRP broadband transducers, the enabling technology for next generation CHIRP (compressed high-intensity radar pulse) fishfinders. "Since the introduction of our award-winning CHIRP broadband transducers last year, there has been a high demand from serious anglers to have CHIRP technology onboard," stated Jen Matsis, vice president of sales and marketing. In addition to providing the enabling technology for CHIRP-ready fishfinders, Airmar's CHIRP broadband transducers enhance fish detection on virtually all of today's fishfinders, including many non-CHIRP machines. With the ability to adjust frequency, an echosounder with advanced digital processing can operate Airmar's broadband ceramics anywhere in the entire frequency band of 28 kHz – 210 kHz.

Si-TEX has introduced the new Koden [CVS-FX1](#) combining advanced digital processing with true broadband capabilities. Paired with an Airmar CHIRP broadband transducer, users can select up to four different frequencies within the transducer's noted frequency band. Popular transducer models include the TDM-052 (provides a low-frequency range of 38 kHz to 75 kHz and a high-frequency range of 130 kHz to 210 kHz) and the TDM-062 (allows users to "dial in" low frequencies from 38 kHz to 75 kHz and high frequencies from 85 kHz to 135 kHz). Flexible selection of frequencies in 0.1 kHz steps enables the user to stay away from interference with the sounders on the other vessels. This innovative system also has the unique ability to transmit on four separate frequencies and display the information for the most versatile fishingfinding performance. All this technology can be used to help operators fine-tune sounder performance to pinpoint desired types of fish.

The [FCV Series](#) from Furuno is another example of non-CHIRP echosounders with the necessary frequency agility to take advantage of the superior performance of Airmar's CHIRP broadband transducers. The high-powered FCV295 and FCV1150 employ Furuno Free Synthesizer (FFS) technology which permits a wide selection of operating frequencies from 28 to 200 kHz. Operating frequency is automatically set in the menu, and can be shifted manually at any time. This feature is useful for vessels targeting many different species of fish, and may also be used to eliminate interference that may be caused by nearby ships with transducers operating at the same frequency. Output power is selectable at 1, 2 or 3 kW.

Both the Koden CVS-FX1 and Furuno FCV Series sounders can be paired with any CHIRP broadband transducer in the Airmar product line. Currently, Airmar offers twenty-four (24) CHIRP transducers available in seven (7) different mounting options to accommodate almost any hull design with additional CHIRP products scheduled for introduction in 2013. "Anglers are choosing to install CHIRP broadband transducers now to be ready for the new full-blown CHIRP sounder systems that OEMs are introducing in the near future," quoted Matsis. "By future-proofing their echosounder systems, anglers are enjoying better fish detection today and are prepared for the dramatic advances in CHIRP echosounder performance to come," Matsis added.

Airmar received the 2012 NMEA (National Marine Electronics Association) Product Award for the company's CHIRP broadband transducers. CHIRP broadband transducers can be purchased through many sounder OEMs or at Gemeco Marine Accessories www.gemeco.com and Airmar EMEA www.airmartechology.com/emea.

For more information on Airmar's CHIRP broadband transducers including an in-depth explanation of CHIRP and how this new technology is changing the world of sport fishing, visit www.airmartechology.com.

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.airmartechology.com.