



Sensing Technology

NEWS RELEASE

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AIRMAR NAMES GUILLAUME MARTINO AS DIRECTOR, SALES & BUSINESS DEVELOPMENT FOR AIRMAR EMEA

Newest leader brings exceptional knowledge and hands-on transducer experience to Europe, Middle East, and Africa region

FOR IMMEDIATE RELEASE: MILFORD, NH. (July 2, 2015) – AIRMAR Technology Corporation, experts in the design, engineering, and manufacturing of innovative ultrasonic transducers, today announced the hiring of Mr. Guillaume Martino to serve as Director, Sales & Business Development for Europe, the Middle East, and Africa. Martino brings a lifelong passion for boating and fishing to Airmar EMEA, and looks to expand the market for Airmar’s marine transducers.

As the newly appointed Director, Sales & Business Development, Martino will be collaborating with the executive team on Airmar EMEA’s short and long term sales strategy throughout the region. “The marine electronics industry continues to grow through these markets, and we believe that Guillaume’s understanding of sales, marketing, and use of our products will give him an excellent advantage in this position,” says Steve Boucher, CEO of Airmar Technology. “Guillaume also brings his extensive personal fishing experience to our organization, which we believe is invaluable to our success.”

Martino has been at the forefront of marine technology for over ten years; helping to market and develop new product lines, such as CHIRP-ready ONYX & ION sounders from Humminbird for the European market. Not only does Martino have a solid understanding of the newest products in marine technology, he also has a wealth of experience in digital and

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traditional marketing, sales and product line development. With new products coming to market, such as single band CHIRP transducers, Martino's appointment comes at an ideal time. With the advent of CHIRP technology, Airmar EMEA has experienced incredible sales growth and Martino will help continue this success.

Martino has traveled much of the world in pursuit of game-fish, and in his travels has also collected an impressive list of associates and contacts. An avid and accomplished fisherman, Martino has participated in many tournaments and has worked as official pro-staff for both Humminbird and Lowrance. Martino has collected a number of accolades over the years, with multiple tournament victories throughout Europe.

For Martino, his new role is an exciting opportunity to bring the newest technologies to fishermen within the EMEA marketplace. "I plan to put all of my skills and energy into helping Airmar become the leader of marine technology throughout the European, Middle Eastern, and African markets," Guillaume Martino stated. He will be based out of the Airmar EMEA office in Saint-Malo, France.

About AIRMAR

Airmar Technology Corporation is a world leader in ultrasonic sensor technology for marine and industrial applications. We manufacture advanced ultrasonic transducers, flow sensors, WeatherStation instruments, and electronic compasses used for a wide variety of applications. Fishing, navigation, meteorology, survey, level measurement, process control, and proximity sensing are just some of our markets. Established in 1982, Airmar's headquarters are located in Milford, New Hampshire. Visit the Company's web site at www.airmar.com.

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