



NEWS RELEASE

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AIRMAR BECOMES TITLE SPONSOR OF EAST COAST CAPTAIN OF THE YEAR CUP

FOR IMMEDIATE RELEASE: January 17, 2018 – MILFORD, NH. — AIRMAR® Technology Corporation, manufacturer of today's highest quality Chirp-ready transducers, is pleased to announce that it has secured the East Coast Title Sponsorship for the 2018 Captain of the Year Cup. In addition to the divisional sponsorship, AIRMAR will award a \$2,000 cash bonus paid to the winning captain, if their boat is equipped with an AIRMAR Chirp-ready transducer.

"AIRMAR is defining CHIRP technology and today's top professional captains are utilizing our Chirp-ready transducers to increase their success in sportfishing tournaments," stated AIRMAR Vice President of Sales and Marketing, Jennifer Matsis. "We are excited to sponsor the Captian of the Year Cup and to make the East Coast Division title a bit more lucrative. It's a big win for the captains, the competition, and for our manufacturer partners who count on AIRMAR for the highest quality transducers to match their sounders," Matsis added.

Launched in 2003 by In The Bite Magazine, the annual Captain of the Year Cup is the world's most foremost competition for professional sportfishermen. The AIRMAR East Coast Division consists of 16 high-profile billfish tournaments. "We are about as excited as a captain who marks a prize marlin with his CHIRP sonar system to have AIRMAR as a title sponsor," stated Elliott Stark, Editor-in-Chief. "The added cash incentive for the captain equipped with an AIRMAR Chrip-ready transducer makes the competition that much more exciting," Stark added. [CLICK HERE](#) for event details.

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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 airmar.com.

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