



Press Release

June 2009

Tacktick by Suunto announce new Finnish distributor

Following its acquisition by Suunto in April this year, Tacktick have announced its move to well known Finnish distributor, Oy Maritim Ab, who will take on the distribution of Tacktick's wireless electronics in the Finnish marine market.

Oy Maritim Ab, are the largest marine equipment distributor in Finland having been in business for over 90 years and have distributed Suunto's marine compasses for more than 40 years. The company are an extremely experienced distributor of international marine brands and currently handle over 300 international suppliers including well known British brands Lewmar, Barton, Avon, Oceanair and Holt.

Commenting on the announcement Iiro Haakana, Managing Director of Oy Maritim Ab said, "Having been a long established distributor for Suunto we see it as a logical progression to take on Tacktick's innovative range of marine electronics following their acquisition by Suunto earlier this year. We are looking forward to developing the brand in the Finnish market and see great potential for their wireless electronics both in the retrofit market and new boat installations."

Greg Wells, Sales Director of Tacktick *by Suunto* added, "We look forward to working with Oy Maritim Ab to develop our sales and brand awareness in the Finnish market."

To find out more about Tacktick's full range of wireless electronics visit www.tacktick.com

For full information about Oy Maritim Ab please visit www.maritim.fi

Ends

Notes for editors:

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Tacktick are world leaders in wireless, solar powered electronics for the marine industry. Formed in 1996 by brothers Clive and Mark Johnson, years of extensive research and development, together with customer feedback led to the development of the world's first wireless networking electronics system, Micronet, in 2003. Tacktick offer a range of wireless electronic instruments for dinghies through to race boats, cruisers and power boats too. Top sailors around the world have been sailing with Tacktick's instruments since 1997. In April 2007 Tacktick won the prestigious Queens Award for Innovation for their Micronet technology. www.tacktick.com. In April 2009 Suunto, the leading manufacturer of sports precision instruments announced its acquisition of Tacktick. The purchase was carried out by a sister company Amer Sports UK Ltd a subsidiary of the Amer Sports Group.

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