



Press Release

December 2009

Tacktick by Suunto launch French website

The screenshot shows the French website interface for Tacktick by Suunto. At the top left, there is a shopping cart section with fields for 'Article(s):' and 'Montant:', and a 'VALIDER LA COMMANDE' button. To the right, a testimonial in French reads: "Dans le passé, des câbles de mat endommagés nous ont décidé à arrêter d'installer des instruments pour la mesure du vent sur la majorité de notre flotte. Les réparations représentaient une tâche très importante avec plus de 650 mats à câbler. Les instruments Tacktick n'ont pas de câbles ce qui résout les problèmes d'installation et de maintenance en même temps. Utiliser Tacktick était un choix facile et évident." Signed 'Sunsail'. The main navigation bar includes: ACCUEIL | POURQUOI TACKTICK | PRODUITS | POINTS DE VENTE | ACCÈS PROFESSIONNELS | S.A.V | SOCIÉTÉ | ACTUALITÉS | NOUS CONTACTER. The main content area features a 'DÉFINIR VOTRE INSTRUMENTATION' section with a '» CLIQUEZ ICI' button and 'TOUTE L'INSTRUMENTATION SANS FIL'. Below this is a section titled 'Des connexions faciles avec les pilotes, traceurs, GPS, ordinateurs...' with images of electronic devices and a '» en savoir plus' button. The central banner asks 'Si vous deviez concevoir l'instrument de marine idéal, aurait-il des fils?' and describes the benefits of wireless technology. To the right is a 'Communiqué Décembre 2009' section announcing the new website. At the bottom, there are two sections: '« à chaque bateau sa solution d'instrumentation sans fil »' with boat images, and 'Compas Suunto' with images of compasses.

Tacktick by Suunto has launched a brand new French website www.tacktick.fr to coincide with the start of the Paris Boat Show.

The new French website has been designed for use by both trade and retail customers in France; with all the Tacktick and Suunto product information in French as well as details of where to purchase and how to configure the electronics for your boat. The new website enables French trade customers to purchase their products online in an efficient and safe online environment as well as being able to track deliveries and keep up to date with product developments.

The success of Tacktick's web shops in the UK and more recently the USA is due to the clear and simple layout of the websites together with the quick and efficient ordering process. Navigation of the website enables retail customers to quickly and easily find the correct products for their boat as well as optimum buying locations.

To see the new French Tacktick website please go to www.tacktick.fr

Ends

Notes for editors:

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Tactick 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. Tactick 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 Tactick's instruments since 1997. In April 2007 Tactick won the prestigious Queens Award for Innovation for their Micronet technology. www.tactick.com. In April 2009 Suunto, the leading manufacturer of sports precision instruments announced its acquisition of Tactick. The purchase was carried out by a sister company Amer Sports UK Ltd a subsidiary of the Amer Sports Group.

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