



Press Release

May 2009

Tacktick by Suunto extend web shop to include Suunto marine compasses

The screenshot shows the Tacktick website interface. At the top left, there's a section titled "Easy connection to Pilots, Plotters, GPS, PCs ..." with images of electronic devices. Next to it is a text block: "Across the globe, sailors and boat owners are experiencing the benefits of Tacktick's ground-breaking wireless and solar technology." followed by a list of features: "Lightweight", "Reliability", "Waterproof", "Portability", "Easy installation", and "Self-powering". Below this is a headline: "Our new T033 Wind System is the ideal solution for cruising yachts 35ft or under. Wind speed and direction information is delivered wirelessly from the wind transmitter ... >> Find Out More". To the right, there's a small article snippet: "announced the acquisition of the UK based Tacktick Ltd, manufacturer of wireless marine sensors, instruments and displays. For more information see our Press Release".

The main content area is divided into two columns. The left column is titled "Complete range of wireless instruments for sailors and boat owners ..." and features a grid of product categories with images: "Power Boats", "Racing Yachts", "Cruising Yachts", "Sports Boats", "Dinghies", "Multihulls", "RIBs", and "Sailing Clubs". The right column is titled "Suunto Compasses & Watches" and features a "NEW Suunto Range Buy Now!" banner with images of "Power Boats" and "Sailing Boats" compasses, and "Kayaking", "Handheld", and "Watches".

At the bottom, there's a "WHERE TO BUY" section with a world map showing red location markers, and a "Latest News" section with three news items: "Sibello brothers win again >> more", "Tacktick dominate winners at Flying 15 Inlands >> more", and "Tacktick to sponsor Sigma 38 Nationals 1-3 May 09 >> more".

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Tacktick by Suunto's extensive web shop which was launched in 2007 has been extended to include Suunto's range of marine compasses.

The site went live at the beginning of May 2009 and is available for use by both trade and retail customers.

The addition of Suunto's range of marine compasses to the web shop reflects the recent purchase of Tacktick by Suunto's sister company Amer Sports UK and the intention to use Tacktick to market and distribute Suunto's range of marine compasses worldwide. The new online web shop for Suunto's marine compasses will enable trade and retail customers to quickly and easily order compasses online, track delivery and keep up to date with product developments.

The success of Tacktick's web shop over the past two years is due to the clear and simple layout of the website 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 using the online configurator which details the instrument options for any size of dinghy, yacht or motorboat.

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

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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