



Press Release

May 2009

Tacktick by Suunto announce new US operation

Tacktick by Suunto have today announced the setting up of a new US operation for the distribution and marketing of their innovative marine electronics and compasses in the United States in conjunction with Ocean Marketing Inc.

Tacktick USA will use Connecticut based Ocean Marketing's extensive network of sales representatives to increase their exposure in the US market both in retail outlets and OEM's. In addition Tacktick will benefit from the experience and resources of Ocean Marketing's in-house Customer Support Team as well as marketing and boatshow support.

Commenting on the announcement John Thommen, President of Ocean Marketing said, "We are delighted to be taking on Tacktick's innovative range of marine electronics and compasses and see great potential for their award winning products in the USA."

Clive Johnson, Managing Director of Tacktick *by Suunto* added, "We are excited to announce our new operation in the United States. Ocean Marketing have an excellent and dedicated team who are extremely knowledgeable and well connected in the US marine market. We know our wireless electronics are already popular in the US and we are looking forward to working with Ocean Marketing to raise our brand awareness and increase our sales in this important market."

From its US warehouse, Tacktick USA will stock the complete range of Tacktick wireless electronics and Suunto marine compasses for distribution to trade customers within the USA.

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

For full information about Ocean Marketing visit www.oceanmark.com

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.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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