FOR IMMEDIATE RELEASE
April 25, 2013

B&G LAUNCHES ONLINE ACADEMY FOR ALL SAILORS

Tulsa, Okla. – B&G, the world leader in marine instruments, autopilot systems and tactical software solutions – announced today the launch of its new online sailing academy. Designed to help all sailors, whether expert or novice, brush up on sailing theory and improve technique, B&G Academy consists of innovative e-learning tutorials designed by experienced sailing instructors.

Providing practical examples of key sailing techniques and topics, B&G Academy tutorials use animated video to cover a variety of subjects including wind triangle, start lines, instruments, safety, race strategy and more.

Whether a budding cruiser or a Vendée Globe hopeful, B&G Academy is offered at no charge. Individuals simply sign up to gain access to the B&G Academy content and take part in the tutorials. Each tutorial comes complete with an interactive quiz to ensure that users have understood the information they have learned.

The tutorials not only provide key sailing data, they also allow users to identify areas where they wish to improve their knowledge further. With a matrix of selectable tutorials, participants can pick the topics they find most interesting. Completion of an entire tutorial level also brings with it rewards in the form of exclusive B&G merchandise.

“B&G has a history of providing the very best sailing electronics and continues to set the standard for sailors – our sailing systems even helped the 2013 Vendée Globe winner battle hostile seas and navigate ice gates,” said Leif Ottosson, CEO, Navico. “B&G is now set to share its vast collection of knowledge and help sailors of all levels...”
B&G LAUNCHES ONLINE ACADEMY FOR ALL SAILORS

and abilities improve their sailing technique and confidence. Having the best equipment helps sailors keep safe and ahead of the competition, but we know that this isn't the whole story – we want to provide a good knowledge base and up-to-date information to help them in every aspect of their sailing journey. That's is why we’re proud to be the first marine electronics provider to launch a tailored online e-learning program for free!"

To sign up for the free B&G Academy and begin the journey to becoming a better sailor, visit www.bandg.com/academy. To find out more about B&G sailing electronics visit www.bandg.com.

-30-

For imagery and other editorial requests, please contact:
Andrew Golden
Rushton Gregory Communications
617-413-6521
agolden@rushtongregory.com

About B&G: The B&G brand is wholly owned by Navico, Inc., a privately held, international marine electronics company. Navico is currently the world’s largest marine electronics company, and is the parent
B&G LAUNCHES ONLINE ACADEMY FOR ALL SAILORS

company to leading marine electronics brands: Lowrance, Simrad and B&G. Navico has approximately 1,500 employees globally and distribution in more than 100 countries worldwide. www.navico.com