FUSION® ELECTRONICS SIGNS FOUR-YEAR CONTRACT WITH THE AMERICAN BOAT BUILDERS ASSOCIATION

Marine Audio Leader Selected as Approved Supplier of Choice for One of America’s Leading Buying Groups

Phoenix, Ariz. – FUSION®, a worldwide leader in car audio and marine audio, announced today it has signed a four-year partnership with the American Boat Builders Association (ABA). Under the terms of the agreement, Fusion is an approved and preferred supplier of choice for the independent boat builders buying group through 2016. While several ABA members including Regal, Monterey, Grady-White, Correct Craft, and Godfrey currently offer Fusion high-performance, marine-grade stereos as standard equipment, the partnership adds Cobalt, Chaparral, Formula, Rinker, Stingray, Pursuit and Ebbtide boats. Fusion’s marine audio suite will provide ABA builders’ buyers with the market’s best sounding and most cutting-edge solution including the first iPod integration unit that conceals an iPod in its waterproof body and world’s first marine stereo with FUSION-Link that provides access, control and communication with multi-function displays, remotes and compatible screens, as well as the Apple iPad or iPhone, and various Android products.

“We are proud to be the preferred choice of the ABA for its high quality independent boat builder members,” said Todd Crocker of FUSION Electronics. “Our performance marine systems were engineered to revolutionize control of onboard entertainment and enhance the way boaters listen to their stereos on the water. We are confident the discerning customers of ABA member boats will enjoy the enhanced sound clarity, quality and ease-of-use of our premier audio solutions.”

For more information on Fusion’s contract with the ABA, Fusion or its entire line of marine audio products, please contact 623-580-9000 or visit www.FusionElectronics.com.

-30-

About FUSION:
FUSION brands and markets an exciting range of mobile entertainment and related products throughout America, Europe, Asia and the Pacific. FUSION is New Zealand based with significant sales operations sited in New Zealand, Australia, United Kingdom and United States of America.

FUSION offers an innovative range of car audio speaker, amplifiers and subwoofers; true marine audio, innovative electronic display solutions, and a comprehensive range of audio accessories and merchandise.

FUSION® is a registered trademark of FUSION Electronics, Limited. All other brand and product names are or may be trademarks of, and are used to identify products or services of, their respective owners.