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For Immediate Release

Marine Electronics Journal
To Launch International Edition

The Marine Electronics Journal, the official magazine of the National Marine Electronics Association (NMEA), is launching a new international issue to serve dealers, distributors and manufacturers worldwide. The international issue will be officially presented at the METS trade fair in Amsterdam, Nov. 16 – 18, 2010.

“We are delighted to launch our November/December issue as an international issue that will be distributed in print and digital formats to the marine electronics industry worldwide,” said Ken Englert, Chairman of the Board of the Marine Electronics Journal and President of Maritime Communications, Inc. in Marina del Rey, California. “The issue will be distributed at METS through the exhibit of the NMEA.”

The international edition will be distributed to all NMEA members and all regular subscribers in addition to special international distribution, he said. The international edition will not affect publication of normal issues of the Marine Electronics Journal for NMEA members.

“NMEA standards and training are increasingly being adopted worldwide by the international boating industry,” said David Hayden, NMEA’s President and Executive Director. “This expansion by our official magazine is part of our strategy to bring NMEA’s standards and technical training to the international community. This move will benefit the industry worldwide and it will also benefit the ultimate consumer, the boat owner.”

“It is also a response to our North American NMEA members who have told us in a recent survey that developing an international version of the NMEA should be a high priority,” Hayden said.

“In our market research, we found that there is no magazine that serves marine electronics dealers and distributors outside of North America,” said Bruce Cole, Manager and Advertising Director for the Marine Electronics Journal.

“Our international edition will help fill a real need for information in the market,” Cole said. “It should be a great help for dealers and distributors worldwide, giving them the best information about NMEA standards and training that help dealers install, service and repair marine electronics in the most professional way that gives the consumer an exciting, safe boating experience at an affordable price.”

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