For Immediate Release   David Hayden, President
May 19, 2009   (410) 975-9425
                                                                           dhayden@nmea.org

PRESS RELEASE FOR BOATING TRADE

NMEA Launches New Website For the Boating Industry

May 19, 2009, Severna Park, MD: A new website from the National Marine Electronics Association (NMEA) provides marine electronics dealers, manufacturers, distributors, and others with comprehensive information on NMEA standards, training programs, and many other features that promote safe, exciting boating supported by NMEA member companies.

For the trade, www.NMEA.org provides complete information and easy ordering of NMEA standards including NMEA 2000® Edition 2.0, NMEA 0183 V. 4.00, and NMEA 0400. Education programs are available for courses on MEI (Marine Electronics Installer), Advanced MEI, CMET (Certified Marine Electronics Technician), and NMEA 2000® Networking. Online registration for these courses is available on www.NMEA.org.

While the standards and training are available to anyone in the industry, NMEA members receive special pricing discounts, points out David Hayden, NMEA President and Executive Director.

Technical updates on GMDSS, FCC, USCG, and RTCM are offered through the website, as well as industry news, links, job bank, event calendar, and press center, said Hayden.

In a members only section, the 550 NMEA member companies can access a wealth of information that can help them build their customer base and their businesses. A special

marketing section provides free or low cost marketing materials developed by the NMEA and its official magazine, *Marine Electronics Journal*. The materials include the *MEJ* Buyers' Guide for distribution to boaters, the NMEA brochure, NMEA logos, and other materials.

Other information offered in the members only section include digital issues of the *Marine Electronics Journal*, a *Business Owner* newsletter, information about the NMEA Convention & Expo, and NMEA member news.

For the boating public, the new website www.NMEA.org provides information on where and how to buy, install, and operate the best marine electronics.

"Our newly designed website at www.NMEA.org is like a 'mini-Goggle' for the boating industry," said Hayden. "It provides the most comprehensive listing of dealers, manufacturers, and marine electronics products on the Web. There simply is no better source for boaters to access information about products, NMEA dealers, and services."

On the home page of www.NMEA.org, boaters will find a "For Boat Owners" section that includes links to search for dealers, manufacturers, and products. Your nearest NMEA dealer can be found through a quick zip code search. Boaters can also access "The Complete Buyers' Guide" that is published by NMEA's official magazine, the *Marine Electronics Journal*.

NMEA is the international leader in creating standards for marine electronics that ensure reliability and safety of the products. NMEA's standard, NMEA 2000®, is creating a revolution in networking and communication of onboard electronics. NMEA 2000® certified marine electronics products can also be found in the boat owners section of www.NMEA.org.

Buying tips for boaters may be downloaded in pdf articles through "The Complete Buyers' Guide." Articles cover Wi-Fi, marine antennas, weather tracking, staying safe, chasing fish, tips from the pros, and other topics.

Founded in 1957, the NMEA has led the way in establishing technical standards for data exchange in marine electronics, with the widely accepted NMEA 0183 data protocol, NMEA 2000®, and certification standards for marine electronics technicians. NMEA standards and programs focus on insuring that the boating consumer is provided reliable products and professional service. For more information, visit the NMEA website at www.NMEA.org or call (410) 975-9425.

###