



Sensing Technology

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**AIRMAR TECHNOLOGY CORP. NAMES BERTRAND PICARDA
SALES MANAGER FOR EUROPE, MIDDLE EAST AND AFRICA**

**Marine Electronics Industry Veteran to Serve Important Global Markets
From New Airmar facility in Saint-Malo, France**

MILFORD, New Hampshire (November 5, 2007) -- Airmar Technology Corp., a leading manufacturer of transducers and sensors for the worldwide marine electronics industry, today announced the hiring of Mr. Bertrand Picarda to serve in the important position of Sales Manager for Europe, the Middle East and Africa.

As Sales Manager, Picarda will oversee all sales and marketing activities for Airmar across what is known as the EMEA Region. According to Airmar CEO/Chairman Stephen Boucher, Bertrand's appointment comes at a critical time as Airmar is working to expand its presence and maximize sales potential in these emerging markets. "Bertrand's industry knowledge and experience in penetrating both OEM and consumer marine electronics markets across the region make him the ideal candidate for this important position," said Boucher. "Bertrand understands the unique needs of each of these territories. He has helped some of the biggest names in the business develop distribution channels and achieve strong sales growth across these regions. His vast knowledge of fishfinders and transducer technology will help promote Airmar's next generation of Broadband, Tilted Element™ and Wide-Beam transducers." added Boucher. Picarda will focus on expanding Airmar product awareness by conducting training seminars on all aspects of transducers including sales, installation, and troubleshooting. In addition to transducers, he will also be promoting other Airmar products including the PB200 WeatherStation™ Instrument and Airmar's new GPS and Heading Sensors.

Picarda will base his sales and marketing operations out of Airmar's new state-of-the-art facility in Saint-Malo, France. This is where all Airmar Europe sales and distribution will be moving to by February 2008. This area in the Northwest region of France not only has a rich maritime history, it is ideally situated along the Channel Sea in the heart of the Western European boating industry. It is located between England's Solent area — where most of the British boat builders and prestigious marine electronics manufacturers and distributors are based — and France's Vendée region, home of many of Europe's largest boat builders.

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Both Picarda's business experience and life's passion lie in the areas of boating and sport fishing. He helped Lowrance break into the GPS market in 1993 and assisted with the development of the renowned manufacturer's successful distribution network in Europe. Picarda was promoted to Lowrance's Sales and Marketing Manager for Southern Europe and Africa in 1998, helping the company achieve strong sales growth in these regions. Most recently, when Lowrance was integrated into the Navico group, Picarda was put in charge of independent distributor sales for all Navico brands across the EMEA Region.

Picarda is an avid navigator and saltwater sport fisherman, actually representing France in prestigious international big game fishing competitions. A French citizen, Picarda was born in Africa and raised in the South Pacific before settling for good in his parent's homeland in the Northwest of France in 1981. Picarda earned a four-year degree in geography with a one-year specialization in satellite picture analysis. He served two years in the French army, including service in the first Gulf War, before launching his career and passion for the industry with a sales job with Shimano fishing tackle.

For more information about Airmar Technology Corp., or the company's leading line of innovative transducers and sensors for the global light marine, commercial marine and industrial markets, contact Airmar Technology Corporation at 35 Meadowbrook Drive, Milford, NH 03055. Or visit online at www.airmar.com.

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Bertrand Picarda, Airmar Sales Manager, EMEA Region

High-Resolution images available- email ron@strike-zone.net