



*Sensing Technology*

**Contact: Ron Ballanti**  
**Strike Zone Communications**  
**818.349.4608**

**AIRMAR TECHNOLOGY CORP. TO REWARD JOURNALISTS FOR  
EXCELLENCE IN ANNUAL BWI WRITING CONTEST**

Leading American transducer and marine sensor manufacturer Airmar Technology Corp. has signed on as sponsor of the Boating Writers International (BWI) Annual Writing Contest.

Airmar, which joined BWI as a Supporting Member in 2003, will be sponsoring the ***Gear, Electronics and Product Tests*** category in this hotly contested worldwide competition among boating journalists. “Quality editorial is so important when it comes to educating and informing the public,” said Peter Braffitt, Business Development Manager for Airmar. “When people read about electronics, accessories and boating gear in these real-life tests, it influences purchasing decisions and can even affect satisfaction with the overall boating experience. That’s powerful stuff, which is why we’re honored to reward BWI writers for their excellence in this area,” added Braffitt.

BWI member writers can submit articles published in 2004 for review by a panel of volunteer judges. As with each of the 13 sponsored categories in the BWI Writing Contest, winners selected in the ***Gear, Electronics and Product Tests*** category will receive an engraved plaque along with a check for \$500 for first place, \$300 for second place and \$200 for third place.

Contest winners will be announced and receive their awards at the BWI annual meeting during the 2005 Miami International Boat Show in February. Braffitt will be on hand at the event to represent Airmar and present the top writers in this category with their awards.

For more information, contact Airmar Technology Corp. at 35 Meadowbrook Lane, Milford, NH 03055. Or visit [www.airmar.com](http://www.airmar.com).

###