



BLUE SEA SYSTEMS' NEW 2004 CATALOG SETS A COURSE TO EDUCATE BOATERS AND DE-MYSTIFY
MARINE ELECTRICAL SYSTEMS

Blue Sea Systems, the company that helped "write the book" on premium quality electrical systems and onboard power distribution, now has done so literally with the introduction of its redesigned 2004 Product Catalog.

Much more than just a product catalog, this 100-plus-page book features new content, new organization and new in-depth information designed to de-mystify marine electrical systems. In keeping with American Boat and Yacht Council (ABYC) standards, the catalog divides the marine electrical system into four divisions:

DC Main Power Distribution, DC Branch Power Distribution, AC Main Power Distribution and, AC Branch Power Distribution. Rather than present products by type (and leave it to the customer to determine where and how they fit into the overall system), Blue Sea Systems presents its entire product line in the context of the how they work together,

Each of the four catalog divisions features an in-depth technical introduction that is designed to be educational and user friendly. Each introduction section utilizes expert information, illustrations, photography and diagrams to transform potentially complicated marine electrical systems into an easy-to-understand subject. By providing this information in a clear and concise manner, Blue Sea Systems will assist customers in understanding the four divisions of a marine electrical system, and help them identify and select the appropriate products for their needs.

"Our technical experts devoted a great deal of time into making the new catalog a useful tool for our customers and anybody who wants a better understanding of marine electrical systems," said David Johnson, Blue Sea Systems' vice president, sales and marketing. "With electrical systems getting more complicated on boats today, it can seem a daunting task to find a reliable source for basic electrical information. The 2004 Blue Sea Systems catalog should be just what boaters have been looking for," he added.

Blue Sea Systems' 2004 Catalog is available in printed form by request, or can be downloaded via the Internet at www.blueseasystems.com.

For more information about Blue Sea Systems' catalog or its extensive line of marine electrical products, contact: Blue Sea Systems at 425 Sequoia Drive, Dept. P, Bellingham, WA 98226 • Telephone: (360) 738-8230.