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## **NEWS**

### **For Immediate Release**

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## **Blue Sea Systems Launches Award-Winning Website**

Blue Sea Systems' new website has won the Boats.com/North American Marine Industry (NMMA) Web Award in the Best Marine Equipment category. Judges praised the site for its "organization of information, user-interface engineering, production detail and efficiency of code." They complimented Blue Sea Systems for embracing an "elegant and efficient design."

The website has been updated with a fresh look and more emphasis on ease of navigation, access to information, and quality of information. Product images are displayed in category and sub-category rollover graphics to make finding products easy if customers don't know a part number or name. Customers can view the entire product index by category or by application to easily find what they are looking for. Product documents and related application briefs are available at the product level. The search function offers a choice of searching the entire site, searching only products, or searching only product documents.

Many boat builders and boat owners rely on Blue Sea Systems' website to locate the product that they want. According to David Johnson, Senior Vice President: "From listening to our customers, we know that our website is a key tool in their decision-making process when selecting our products. We wanted a website that worked well for our customers."

People in all key areas of the Company were involved in the site design process beginning with needs assessment, decisions about functionality and navigation, graphic design, and identification of common customer profiles. Blue Sea Systems worked with a leading Pacific Northwest design firm, StudioThink, to create the new site.

Blue Sea Systems was founded in 1992 based on a commitment to create innovative high quality marine electrical products designed to improve the safety, simplicity, and reliability of boating. Blue Sea Systems' employees are active boaters who apply their passion to designing, developing, and building great products that will enhance the experience of boaters. Blue Sea Systems understands that their customers need access to product information round-the-clock.

Visit Blue Sea Systems' new website at [www.blueseasystems.com](http://www.blueseasystems.com). For other information, call 800 222-7617.