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FOR IMMEDIATE RELEASE

BLUE SEA SYSTEMS NAMES NEW LATIN AMERICAN SALES REPRESENTATIVE

Representation will broaden exposure and sales of electrical products in the region

BELLINGHAM, WA – (March 25, 2010) Blue Sea Systems, a Bellingham based manufacturer of marine electrical products, has named CALA Marine as its sales representative for the Latin American territory including the Caribbean, Mexico, and Central and South America.

CALA Marine's founder and principal, Ralph Masso, will lead the Miami based representative group's sales and customer support activities in the region.

"Ralph's personal experience serving Latin American customers and his knowledge of the region make his group the right agency to represent our products," said David Johnson, Senior Vice President of Blue Sea Systems.

CALA Marine will introduce Blue Sea Systems products during upcoming customer visits and shows. CALA Marine can be contacted at: info@cala-marine.com or by calling (305) 254-0214.

About Blue Sea Systems

Blue Sea Systems was founded in 1992 based on a commitment to create innovative high quality marine electrical products 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 products that enhance the experience of boaters. For specific product information and to learn more about Blue Sea Systems, visit www.blueseasystems.com.

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