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FOR IMMEDIATE RELEASE

BLUE SEA SYSTEMS EXPANDS MIDWEST SALES REPRESENTATION

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

BELLINGHAM, WA – (November 11, 2010) Blue Sea Systems, a Bellingham based manufacturer of marine electrical products, has expanded W.M. Black & Company, LLC responsibility to cover all OEM and Aftermarket accounts for the Midwest territory.

W.M. Black's founder and principal, Pat Black, will lead the Ohio based representative group's sales and customer support activities in the region with his partner, Andrew Keene.

"Pat and Andrew's experience serving Midwest customers and their knowledge of the region make the group the right agency to represent our products," said David Johnson, Senior Vice President of Blue Sea Systems.

W.M. Black & Company, LLC will introduce Blue Sea Systems products during upcoming customer visits and shows. W.M. Black can be contacted at: info@wmblack.com.

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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