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FOR IMMEDIATE RELEASE

BLUE SEA SYSTEMS LAUNCHES CUSTOM PANEL DESIGNER

Interactive online tool allows users to design a custom panel

BELLINGHAM, WA – (February 17, 2011) Blue Sea Systems, a Bellingham based manufacturer of marine electrical products, has launched the Custom 360 Panel Wizard. The new online tool allows anyone to design a custom power distribution panel and receive immediate pricing information.

Panels are assembled and shipped from Blue Sea Systems' Bellingham, WA headquarters within five days of order finalization.

"The Panel Wizard gives customers an unprecedented amount of control over designing the best panel for their needs," said Scott McEnery, Sales Engineer at Blue Sea Systems. "The versatility of the 360 Panel System and the new Custom 360 Panel Wizard makes designing a panel a simple process."

The Panel Wizard enables users to design the panel, choose appropriate breaker amperages, and select labels for their particular installation – without incurring the delay and expense generally associated with using a custom panel design house. Labels are available in any language.

At the conclusion of the online process, the user will have a unique configuration code, a list of panel components, a PDF image of their panel, and an immediate price quote. A list of wholesale and retail partners authorized to complete the panel ordering process is also available at the conclusion of the process.

The Customer 360 Panel Wizard is available at <http://panelwizard.blueseasystems.com>. For more information about the 360 Panel System, please visit www.blueseasystems.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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