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FOR IMMEDIATE RELEASE

BLUE SEA SYSTEMS APPOINTS WILLIAM F. MILLER & ASSOCIATES

Companies will inaugurate relationship at IBEX 2011

BELLINGHAM, WA --- (October 14, 2011) Blue Sea Systems, a Bellingham based manufacturer of marine electrical products, has appointed William F. Miller & Associates to contribute to the development of the company's sales and customer service activities in the marine and other industry channels.

The agency will work closely with Blue Sea Systems' current Clearwater, Florida based factory sales representatives.

"Blue Sea Systems' partnership with William F. Miller & Associates will be a critical step to our growth strategy in the Southeast," says David Johnson, Senior Vice President of Blue Sea Systems. "Their longstanding relationships and proven commitment to customer service is an ideal fit with the culture of Blue Sea Systems."

Joe Miller, William F. Miller's president and owner, will lead the Nashville, TN based representative group's sales and customer support activities in the region.

"Our agency is delighted to be reunited with Blue Sea Systems, the category leader in electrical components," said Miller. "We are confident the mutual synergies will develop many opportunities for both our companies".

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.

About William F. Miller

William F. Miller & Associates has been a leading marine Manufacturers' Representative agency for over 54 years. The agency's sales territory encompasses the greater South and Midwest with the corporate office located in Nashville, Tennessee. Contact William F. Miller & Associates at 800.854.4448 or by visiting www.williamfmiller.com.

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