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For Immediate Release

July 14, 2009

NEWS

Blue Sea Systems Announces the Hiring of Scott Lechner as Marketing Manager

Blue Sea Systems announces the hiring of Scott Lechner as Marketing Manager. Scott comes to Blue Sea Systems from Softride, Inc., where he was the Director of Sales and Marketing. Prior to Softride, Scott spent 15 years with West Marine where he held various positions in their stores and corporate headquarters, including several years as Senior Manager of Marketing. He has extensive experience working with marketing, media, retail sales and operations, and trade shows.

“We are very excited to have Scott on board,” said David Johnson, Senior Vice President for Sales and Marketing at Blue Sea Systems. “Scott’s experiences at West Marine will enable him to provide perspective and guidance for us as we invest in more outreach and information for distributors, dealers, and consumers.”

Scott will work with Blue Sea Systems’ customers to further support cooperative marketing partnerships, promotions, and public relations activities, which will result in increasing the awareness and sales of product.

Scott is a recreational sailor and has raced boats since he was 12 years old. He is an avid photographer, passionately creating photos of boating and the boating lifestyle. Scott can be reached at slechner@blueseasystems.com or by calling Blue Sea Systems’ Bellingham office at 360-738-8230 x103.

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.

For more information, please contact Blue Sea Systems at (800) 222-7617.

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