

NEWS RELEASE

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AIRMAR WELCOMES BRANDON WOLLARD AS OUTSIDE SALES REPRESENTATIVE

The Leading Innovator in Ultrasonic and Multi-sensor Technologies
Expands its Talented Team

FOR IMMEDIATE RELEASE: MILFORD, NH. (May 21, 2024) – AIRMAR® Technology Corporation, a world leader in ultrasonic transducers and Chirp technology announces the appointment of Brandon Wollard as Outside Sales Representative for Gemeco Marine Electronics Specialists, its wholly-owned distributor based in Lake City, SC. Wollard brings to AIRMAR a wealth of sales expertise in the marine electronics sector, most recently as the Director of Sales for Fin-Nor/Pure Fishing and contributing twelve years as a sales manager at ComMar Sales, LLC, a reputable marine manufacturer's representatives firm.

Jennifer Matsis, Vice President of Sales and Marketing, remarked, "Wollard is a dynamic sales executive with a proven track record of cultivating strong relationships across boatbuilders, distributors, technical dealers, and retailers within the industry." She continued, "We are delighted to welcome Wollard to our team. His sales acumen will be instrumental in maximizing Gemeco's strengths and optimizing its product offerings."

In addition to being a fourth-generation marine industry professional, Wollard was raised in South Florida and is an avid sportsman who spends most of his free time on the water. "I am looking forward to using my previous experiences and love of the industry to help promote the Airmar/Gemeco brands and to build upon their well-established reputation for excellence," Wollard said. He added, "I am eager to accelerate sales for both Airmar and Gemeco by leveraging my deep industry knowledge."

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About AIRMAR

AIRMAR® Technology Corporation is a world leader in the design and manufacture of high-performance ultrasonic sensor products for the marine, industrial and commercial markets. We develop advanced ultrasonic transducers, ultrasonic WeatherStation® instruments, and onboard sensor management systems. Product applications include Chirp transducers for fishing and navigation, meteorological multisensors for marine and agriculture, and level, flow and proximity transducers for a variety of industries. Established in 1982, Airmar's headquarters are located in Milford, New Hampshire with 11 sales and tech support offices in 7 countries. Visit the Company's website at airmar.com.

About GEMECO

GEMECO Marine Electronics Specialists is a wholesale marine distributor serving thousands of dealers, distributors, and boat builders across the Americas, Australia, and New Zealand. As a wholly owned division of Airmar Technology Corp., we possess unparalleled expertise in CHIRP transducers, ultrasonic sensors, WeatherStation® instruments, and SmartBoat Solutions. In addition to being the largest worldwide distributor of AIRMAR transducers, GEMECO offers products from over 150 manufacturers, including NMEA 2000® networking components, electrical and wiring accessories, specialty marine connectors, and a wide array of installation and diagnostic tools. Headquartered in Lake City, South Carolina, GEMECO serves both the recreational and commercial marine markets, priding itself on being the comprehensive solutions provider for the marine electronics industry. For more information, visit gemeco.com.

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