



Pressrelease

30 March 2011

## True Heading appoints new distributor in the UK.

**True Heading AB (publ), listed at Swedish small cap exchange Aktietorget have appointed Point Distribution Ltd their UK distributor of AIS receivers and Class A and B AIS transponders in the UK.**

True Heading, who knew AIS before it was invented, have been involved in developing AIS standards and translating the standards into practical products for several years. True Heading products have been seriously tested in some of the most arduous racing conditions known, including the Volvo Ocean Race 2008-2009 when True Heading were the Official AIS supplier.

True Heading have a complete range of AIS products from it's Carbon receivers, with probably the smallest footprint available through it's CTRX and CTRX Carbon Class B transponders to it's latest Class A Transponder, it's vast AIS experience and knowledge is now available to all sectors of the market.

Anders Bergstrom, CEO of True Heading, said that "For True Heading this is an important step in introducing our products to the UK market. Point Distribution has the values that we look for from a distributor and we look forward to working with Point Distribution to develop the UK market." Chris Cole, Director, Point Distribution Ltd (PDL) said that PDL are pleased to achieve this agreement and looks forward to supplying many existing and new customers.

**For further information please contact:**

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**True Heading AB (publ), listed at the equity marketplace Aktietorget, is a world leading company providing AIS solutions. AIS is a new technology and a safety equipment for navigation. It forms a natural part of the onboard system for navigation; in navigation, detection of other ships and during Search and Rescue (SAR) if an accident has occurred. In the near future it will be possible to rescue a man over board with AIS. True Heading is also proud distributor for FLIR, HEMISPHERE and VESPER MARINE products in Sweden. More information at [www.trueheading.se](http://www.trueheading.se)**

Full Press pack available with accreditations, product images and product details from Chris Cole at Point Distribution Ltd