

Pressrelease

3 May 2011

## True Heading appoints new distributor in Finland.

**True Heading AB (publ), listed at Swedish small cap exchange Aktietorget have appointed Furuno Finland their distributor of AIS receivers, Class A and B AIS transponders as well as GPS compasses Finland.**

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 "We rejoice immensely in co-operation with an established player like Furuno Finland to develop a market with very good potential for our products and where the AIS is only just beginning to get attention"

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**For further information please contact:**

Anders Bergström, VD, True Heading AB, E-mail: [anders.bergstrom@trueheading.se](mailto:anders.bergstrom@trueheading.se)  
Tel. +46 8 54593900 alt. fax. +46 8 54593910

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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)**