

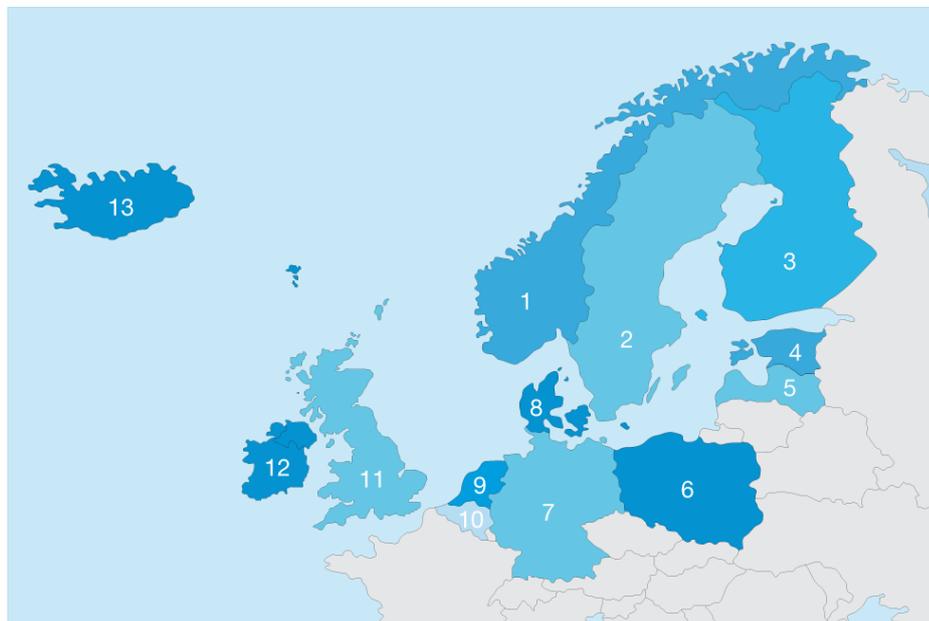
True Heading AB (publ) daughter company Seapilot, expands geographical coverage in top grossing app.

True Heading AB (publ) listed at Swedish small cap exchange Aktietorget introduces several new countries with its daughter company Seapilot AB.

True Heading has since 2011 developed the Social Boating app Seapilot. The app became the top-grossing 2012 in Sweden and has since then been one of the most popular apps on appstore.

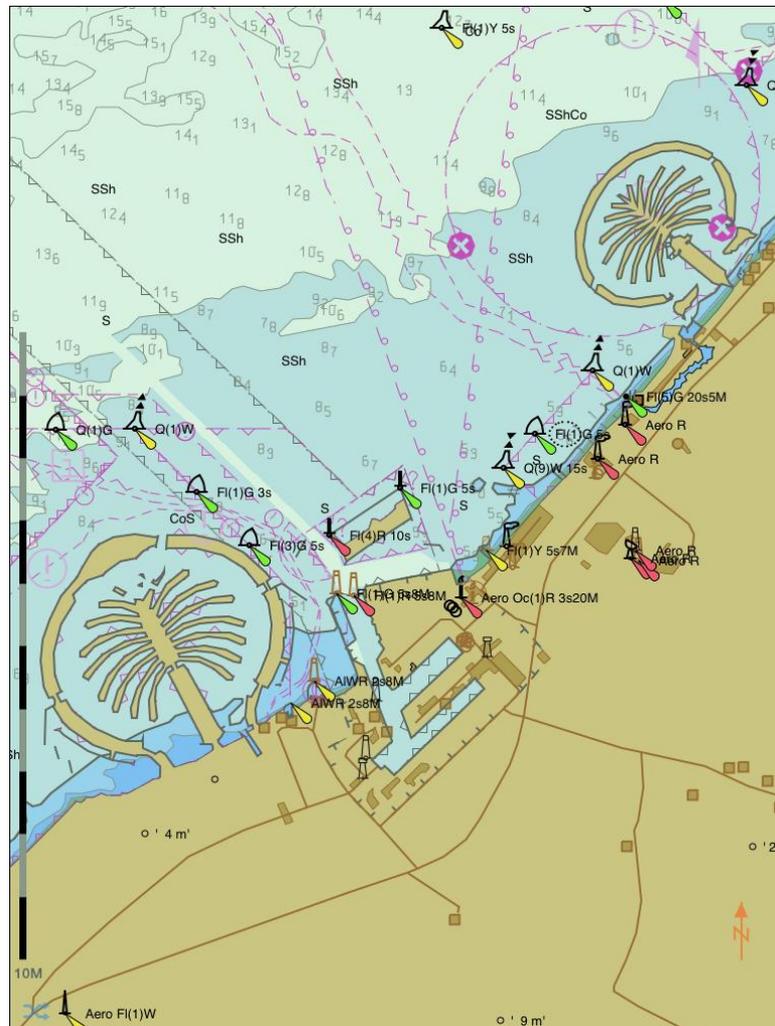
A new license with the UKHO (United Kingdom Hydrographic Office) means that we can expand the geographical with over double that we previous had. The new license agreement with UKHO also means in longer terms that we will be able to cover many more countries. The new launched areas are Belgium, Great Britain, Ireland and Northern Ireland, Iceland and the Netherlands. Seapilot covers today already Denmark, Estonia, Finland, Latvia, Norway, Germany and Sweden.

The agreement with UKHO also means that Argentina, Croatia, Spain, South Africa and Portugal are included but that these countries today can not yet deliver map data in the latest and most accurate format (S-57) as Seapilot exclusive use for best safety and accuracy.

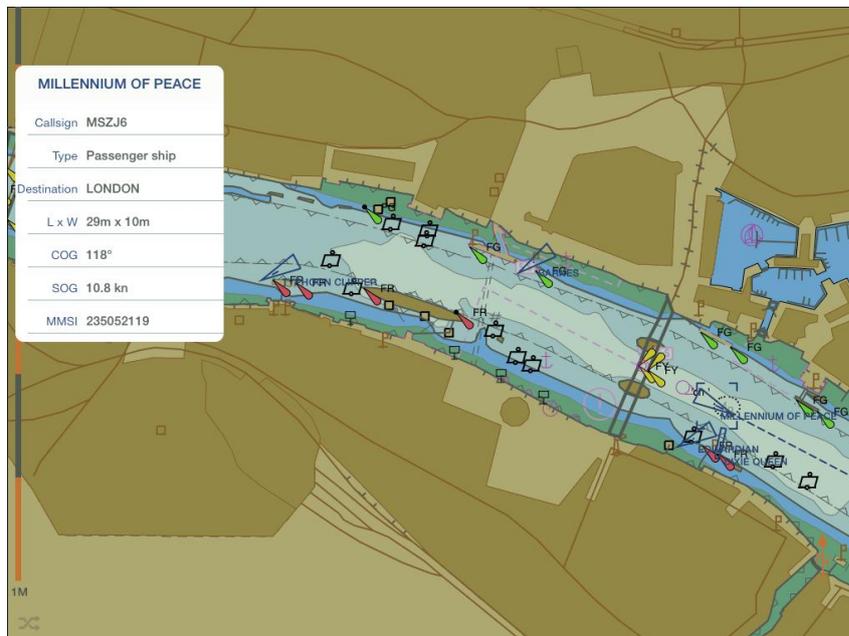


-With this expansion, we show that Seapilot has an international expansion going. To negotiate agreements for the supply of chart data is complex and the value of the contracts we have now is in itself important if you disregard the app's value and the now greatly increased market potential, says Anders Bergström CEO of True Heading AB.

In the data we can receive from the UKHO are also a large number of other areas such as the Caribbean that we plan to launch during 2014. In addition to this also countries in Africa and the Middle East, mainly in the Persian Gulf.



Our plan is to increase chart coverage as quick as possible. Above an example of Dubai in the Middle East.



The picture shows Themsen in London with AIS data and those charts are part of our new release of charts for Great Britain.

-In the countries we already cover over 4.3 million boats can be found, all potential Seapilot customers and with the preparations we are now doing to launch Seapilot in the U.S. we can more than double this base Since in the U.S. alone there are over 12 million boats says Anders Bergström CEO of True Heading AB.

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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, OCEAN SIGNAL and VESPER MARINE products in Sweden. More information at www.trueheading.se