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FURUNO NAMED MANUFACTURER OF THE YEAR FOR FIFTH STRAIGHT YEAR BY NATIONAL MARINE ELECTRONICS ASSOCIATION

Furuno also recognized for Best Radar, Best Fish Finder and Best Navigation

Camas, WA – October 6, 2010. Furuno, world-renowned manufacturer of marine electronics, was honored with five awards at the prestigious 2010 National Marine Electronics Association (NMEA) Convention in Seattle, WA. This brings Furuno's NMEA Award total to an incredible 196 awards since NMEA started presenting awards in 1971. A total of ten NMEA Awards were presented, including the coveted **Manufacturer of the Year - Support** award, which Furuno proudly received for the fifth straight year. In fact, Furuno is the sole recipient of this award since its introduction on the ballot 5 years ago.

"In these uncertain economic times, it is increasingly important to offer the best customer service to both our technical marine electronics dealer network and our end-users. Every dollar spent is being carefully scrutinized and customers are not only looking for the best possible deal, but also product reliability and customer support that makes them feel secure in their purchase," stated Jim Atteridge, President of Furuno USA. "Furuno USA realizes what an important factor this is and concentrates on providing exceptional service to every customer, every day. This is a total team effort between our outstanding in-house customer support staff and our NMEA technical dealers," added Atteridge.

Once again, Furuno's flagship NavNet 3D won NMEA Awards in two major categories; Best Radar and Best Navigation. This is the thirty-fifth consecutive year that Furuno took top honors in the **Best Radar Category**. They won it for their NavNet 3D DRS Ultra Hi-Definition Radar Series. The NavNet 3D DRS Radars come in a variety of sizes, from the 2.2 kW, 19-inch Radome to the powerful 25 kW, 6 ft. Open Array. Each sensor incorporates Furuno's UHD Digital Radar processing for the ultimate in target detection and performance.

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For the fourth straight year, Furuno took home the NMEA award in the **Best Navigation Category** for the NavNet 3D MFD12. This unit features a vivid 12.1-inch LCD that displays your choice of preloaded NOAA Raster and Vector charts. This year, Furuno added the capability to display C-MAP charts, making it the first chart plotter on the market to allow users the choice of NOAA Raster and Vector charts, C-MAP Vector Charts and Navionics Vector Charts. Every one of these chart formats can be displayed in eye-popping 3D or traditional 2D, while further enhancing the charts with high-resolution satellite photos that can be downloaded at no charge from Furuno's web site.

Furuno's new FCV295 carried on a long tradition of receiving the award for **Best Fish Finder**. This brings Furuno's Best Fish Finder award total to an incredible 40 years in a row. The FCV295 is a 1kW/2kW/3kW digital Fish Finder that features Furuno's award winning FDF (Furuno Digital Filter) technology. It also incorporates Furuno's Free Synthesizer (FFS) Transceiver, which allows the operator to select from a wide range of operating frequencies.

Finally, the Marine Specialty Product category provides for nominations of special marine electronics niche products that do not fit within the other award categories. Because of the general nature of this category, it attracted a significantly high number of quality nominations and the committee assigned two awards in this category, one for the winner and one for the runner-up. Furuno's SC30 Satellite Compass was recognized with a 2nd place award in the **Marine Specialty Product Category**.

Furuno has a long and distinguished tradition of producing award-winning products. Once again, Furuno was awarded more NMEA awards than any other three manufacturers combined. In fact, Furuno received as many awards as all other manufacturers combined.

For more information on Furuno's full line of award winning marine electronics, contact: Furuno U.S.A., 4400 N.W. Pacific Rim Blvd., Camas, WA 98607. Phone: (360) 834-9300. Fax: (360) 834-9400. www.FurunoUSA.com

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