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## **FURUNO U.S.A. EXPANDS DISTRIBUTION TO INCLUDE CANADIAN MARKET**

**Camas, WA** — Furuno USA, Inc., a subsidiary of Furuno Electric Company in Nishinomiya City, Japan, has expanded its charter to now include distributing Furuno Marine Electronics throughout Canada. Pharos Marine, located in Vancouver, BC, has distributed Furuno products for the past eight years and will be turning over the reins to Furuno USA, Inc. on November 1, 2004.

“We are extremely excited at the opportunity to open up our business to include Canada,” said Jim Atteridge, President of Furuno U.S.A. “We feel confident that Furuno USA will be able to increase market share for Furuno in Canada and be able to streamline distribution for the Canadian dealers.” Furuno USA has two warehouses located close to the Canadian border, one in Washington and the other in Maryland.

In an effort to fully service the Canadian dealer network, Furuno USA has contracted Bill Hyde, previously of Pharos Marine, to manage the Canadian region for Furuno USA, Inc. With more than 20 authorized Furuno dealerships, Bill’s position will have him traveling throughout Canada servicing each of the accounts.

Furuno USA, Inc. previously covered only the U.S. and the British Virgin Islands; including Canada allows Furuno USA, Inc. to distribute products throughout North America. For additional information, contact: Furuno U.S.A., 4400 N.W. Pacific Rim Blvd., Camas, WA 98607. Phone: (360) 834-9300. Fax: (360) 834-9400. On line boaters can also check out Furuno U.S.A.’s Internet Web site ([www.Furuno.com](http://www.Furuno.com)).

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