



## **NEWS RELEASE**

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### **FOR IMMEDIATE RELEASE:**

#### **SEAWIDE DISTRIBUTION ANNOUNCES KEY APPOINTMENTS East Coast Expansion Strengthens Customer Service & Sales**

**MURRIETA, CA. (May 12, 2008)** – Following the company's recent expansion to the East Coast, SeaWide Distribution has announced several key appointments to staff at the company's new distribution center in Sarasota, Florida. Denis McComb has been promoted to Eastern District Sales Manager. McComb recently relocated from the company's Northwest distribution center in Seattle, Washington where he held the position of Distribution Center Manager. Employed by SeaWide for the past nine years, Denis will be responsible for overseeing all sales activity in the Eastern U.S. (east of the Rockies) including management of the sales team.

Paula Ross has been hired as the Eastern Sales Manager. Her extensive background in customer service and sales of marine electronics include management positions at Atlantic Marine Electronics, Electronics Unlimited and West Marine. Ross, who has developed strong relationships with local electronics dealers, boat dealers and OEMs will be responsible for overseeing marine accounts located in the Eastern U.S.

McComb and Ross join Bruce Pierce, the company's Regional Sales Manager for the Southeast who has represented SeaWide for the past eighteen months. Pierce has played a key role in the cultivation of the Southeast territory and laying the foundation for a smooth transition with the opening of the new Sarasota distribution center. Pierce and Ross will report directly to Denis McComb.

Mike Yarbro, President of SeaWide Distribution quoted, "The new appointments are designed to assist our development during this exciting period of continuing growth in the Eastern part of the country." Yarbro adds, "We're pleased to have a team in place with years of experience in the sales and distribution of marine and consumer electronics." Strategically located in Sarasota, Florida, the new distribution center will manage product sales and support to boat dealers, dealers, retailers and electronics installers.

#### About SeaWide Distribution

Serving the marine industry since 1975, SeaWide Distribution is a national wholesale distributor of marine and consumer electronics. The company currently operates from four distribution centers located in Murrieta, California, Costa Mesa, California, Seattle, Washington and Sarasota, Florida. Dedicated to providing dealers with quality products at competitive prices, SeaWide is one of the largest wholesale distributors in the U.S. offering over 16,000 products from over 75 vendors.

For additional information on SeaWide Distribution visit [www.seawide.com](http://www.seawide.com).

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