



## PRESS RELEASE

For Immediate Release

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### ASA Electronics Purchases Marine Audio

Elkhart, Indiana (May 3, 2012) – ASA Electronics, manufacturer of the industry leading Jensen Marine brand announced they have purchased the assets of Marine Audio Engineering and Sales. ASA has been dedicated to providing premium JENSEN marine products to the industry for many years. The acquisition of the Marine Audio brand lends to ASA's portfolio of delivering quality electronics and services to the marine market.

Marine Audio, a St. Louis, Missouri based company, has been an established leader in the marine entertainment industry for many years and is regarded by boat builders as one of the leading suppliers of environmentally engineered marine entertainment systems. "I am confident that with ASA's commitment to the industry the Marine Audio brand will continue to enhance the marine market for years to come," said Dick Baker, CEO of Marine Audio.

ASA Electronics has built a reputation in the marine industry due to their unique ability to design, engineer and test their products in their in-house R & D facility. "ASA has always respected and admired Marine Audio as a competitor because of their business philosophies and expertise in the industry," said Tom Irions, CEO of ASA Electronics. "We are pleased to add Marine Audio to our extensive marine line."

ASA Electronics will continue to provide the same level of superior customer service, technical support and application expertise to Marine Audio customers which they have come to expect from a quality supplier. Marine Audio will continue to service ABA members through June 30<sup>th</sup> and all other customers through May 31<sup>st</sup>. Inquiries related to this acquisition or customer support should be directed to Fred Sherrerd at [fsherrerd@asaelectronics.com](mailto:fsherrerd@asaelectronics.com) or 800-688-3135.

Since 1977, ASA Electronics has been an international manufacturer/supplier of mobile electronics to the marine, RV, van, commercial vehicle, bus and limo industries. ASA's proprietary line of products includes:

**JENSEN**® stereos, speakers, LCD TVs, 12V LED TVs and DVD players, **JENSEN**® **Marine** stereos, speakers and accessories, **JENSEN**® **Heavy Duty** stereos, speakers and accessories, **Voyager**® rear and side observation systems, **Advent**® RV rooftop air conditioners and appliances