



## **PRESS RELEASE**

### **For Immediate Release**

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### **Pacific Advantage to Represent JENSEN Marine**

ELKHART, IN (June 1, 2012) – ASA Electronics an international manufacturer of premium audio and video electronics is proud to announce a new business partnership with Pacific Advantage, who will be responsible for representing ASA in the marine OEM, marine aftermarket and spa industry segments in the Canadian provinces of British Columbia, Alberta and Saskatchewan.

ASA is the manufacturer of the JENSEN marine brand of stereos, speakers, LCD TVs and other premium accessories. All of their products are specifically designed to withstand the rigors associated with an aquatic environment. ASA is excited that such a highly regarded company such as Pacific Advantage has agreed to represent the JENSEN Marine name.

“Pacific Advantage will give us a stronger presence in the western Canadian market which continues to be a growing territory for our product lines,” said Fred Sherrerd, ASA’s Marine Industry Manager. “Tim Cousins’ multiple years of servicing the marine interests in the region has made him a respected asset in this territory.”

Over the years, Pacific Advantage has developed strong and secure relationships with their representatives. Their product knowledge, thorough communication and attention to detail has made them a trusted name in the industry. “The JENSEN Marine product line has brought durability combined with the latest technology to marine entertainment and Pacific Advantage is proud to now be representing this line,” said Tim Cousins, Company Director.

Since 1977, ASA Electronics has been an international manufacturer and supplier of mobile electronics to the marine, RV, bus, truck, commercial and heavy duty industries. ASA’s proprietary line of products includes:

- **JENSEN®** stereos, speakers, LCD televisions/monitors 12V LED TVs, & DVD players
- **JENSEN® Marine** waterproof/water resistant stereos, speakers, & accessories
- **JENSEN® Heavy Duty** stereos, speakers, & accessories
- **Voyager®** rear and side observation systems
- **Advent®** air-conditioners and appliances
- **Marine Audio®** Speakers and Accessories