



## **PRESS RELEASE**

### **For Immediate Release**

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## **CGW Associates to Represent JENSEN Marine**

ELKHART, IN (June 4, 2012) – ASA Electronics an international manufacturer of premium audio and video electronics is proud to announce a new business association with CGW Associates, who will be responsible for representing the JENSEN Marine brand lineup of products to boat builders and marine aftermarket customers in the Middle Atlantic and Northeast regions.

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 a highly regarded company such as CGW Associates has agreed to represent the JENSEN Marine name.

“CGW Associates will give us a stronger presence in the Middle Atlantic and Northeast territories market which continues to be growing region for our product lines,” said Fred Sherrerd, ASA’s Marine Industry Manager.

CGW Associates has had a heavy influence in the marine industry for many years with a corporate headquarters based in Massachusetts. They have built a reputation around their strong work ethic, dedication and integrity, which has made them a trusted name in the marine industry. “The JENSEN Marine product line has brought durability combined with the latest technology to marine entertainment and CGW and Associates is proud to now be representing this line,” said Charles O’Conner.

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