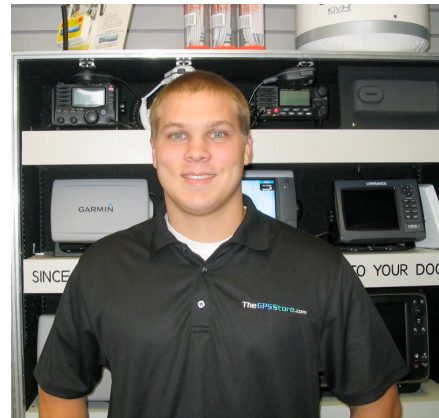


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THE GPS STORE'S BRIAN ROCK EARNS TWO IMPORTANT CREDENTIALS FROM NATIONAL MARINE ELECTRONICS ASSOCIATION

Rock Completes Certification Courses in Marine Electronics Installation and NMEA 2000 Networking, Further Enhancing Company's Customer Service/Support

Leading online marine electronics retailer The GPS Store, Inc. announced that another member of its corporate "family" recently earned two important certificates from the National Marine Electronics Association (NMEA). Brian Rock, who has been with The GPS Store about two years, recently passed courses and required tests to earn his NMEA Marine Electronics Installer Certificate and NMEA 2000 Networking Certificate.



The GPS Store's Brian Rock

"We're very proud of Brian, and we're confident that the knowledge and skills he's gained will make him an even more valuable member of our team," said Scott Heffernan, Sales Manager for The GPS Store. "More importantly, Brian will be better equipped to assist our customers nationwide with the selection, installation and proper operation of their marine electronics," added Heffernan.

What makes this accomplishment particularly notable is that The GPS Store is a leading Internet retailer of marine electronics, selling a variety of technology for marine, automotive and land use through its website www.TheGPSStore.com. The company also maintains a well-stocked retail storefront at its Ocean Isle Beach, North Carolina headquarters. However, Rock spends most of his time helping customers on the phone and via his computer — not crawling around on boats rigging equipment.

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So, why the focus on getting staff NMEA trained and certified? “Even though we’re considered an Internet retailer, we strive to provide boaters with the same expert advice and guidance they would expect at any top-tier marine electronics store,” said Rock. “Our job is more than just sales — it’s helping customers select the right technology for their vessels and boating style, advising on proper system layout and set-up, and making sure everything works together properly. By staying on top of the latest technology and trends, I’m better prepared to help customers with real-world problems,” added Rock.

Like many members of The GPS Store team, Rock not only understands the technical side of marine electronics, but also their practical use on the water. He is an avid boater and fisherman, having served as a mate over the years on some of the popular offshore charter boats that run regularly out of Ocean Isle Beach. “This is important, because our customers want to know that, when they speak with The GPS Store on the phone, they’re talking with somebody who uses the products in real life,” said Rock.

For more information on The GPS Store, Inc., call (800) 477-2611 or visit www.TheGPSStore.com.

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