



THE GPS STORE PARTNERS WITH STRIKE ZONE COMMUNICATIONS FOR PUBLIC RELATIONS /MARKETING COMMUNICATIONS EFFORT

March 13, 2012 — Leading marine electronics retailer The GPS Store has partnered with marine market specialists Strike Zone Communications to launch a communications effort targeting the boating public, marine journalists and the boating/marine electronics industry.

The GPS Store, Inc. offers boaters a full range of marine electronics products from all major manufacturers, both through its showroom in Ocean Isle Beach, North Carolina and its popular retail website www.TheGPSStore.com. In addition to its extensive product selection, The GPS Store offers boaters a level of boating knowledge and product expertise not usually associated with traditional online retailers. With NMEA-certified staff and people who actually use and understand the products they sell, The GPS Store combines the professional guidance of a full-service electronics dealer with the convenience and consumer-friendly pricing of a retail website.

“We take great pride in helping boaters find the right products for their specific needs, boating applications and budgets, so they can get more out of their time on the water,” said Scott Heffernan, Sales Manager for The GPS Store. “We are boating enthusiasts ourselves, and we make sure our people are well trained and up-to-date on the latest trends and technologies. In addition, our well-stocked showroom of demo products helps us guide and educate customers in person, on the phone and online.”

“We plan on leveraging the fact that The GPS Store is a valuable resource of information not only for consumers, but for marine journalists as well,” said agency principal Ron Ballanti. “As a first step, The GPS Store has joined Boating Writers International as an industry supporting member. In the coming months, we’ll be working together on a multi-faceted communications program including media relations, direct customer outreach, and most importantly, maximizing the company’s compelling advantages and strengths through its popular, informative website.”

Journalists in need of more information on The GPS Store, Inc. can contact Strike Zone Communications at (818) 349-4608 or through the 24/7 Online Press Room at www.strike-zone.net.

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