

## Press release

*For immediate release*

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## Sealite Appoints Business Development Manager for USA

Tilton, New Hampshire, May 1, 2018 – Sealite USA is pleased to announce the appointment of Joseph Richter as Business Development Manager for the United States. Joe will be responsible for the development of new business opportunities for the company's marine aid to navigation business as well as servicing the existing USA distributor and dealer network.

Mr. Richter has a successful track record in sales with high tech companies including AT&T and Lucent and more recently in the maritime safety industry. For the last decade, Joe has worked for one of Sealite USA's largest distributors in the New York area, where he established himself as a strong advocate for Sealite marine aid to navigation products and services. His sale of Port Entry Lighting systems in New York Harbor highlighted Joe's ability to meet his customers' needs while complementing Sealite's efforts to deliver innovative solutions to the maritime industry.

According to Jason Larrere, Sealite USA Sales Manager, "Joe has a history of developing successful, progressive business relationships. He has been pivotal to the growth of Sealite products and market share in the geographic area he previously served. We welcome Joe to this role where his outstanding product knowledge will be instrumental to our future growth."

Mr. Richter is a lifelong sailor and will relocate to New Hampshire with his wife and children.

To learn about Sealite's comprehensive range of marine navigational aids [click here](http://sealite.com/products) (<http://sealite.com/products>). To locate your nearest Sealite sales representative, or to arrange a demonstration please [click here](http://sealite.com/contact) (<http://sealite.com/contact>).

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## Company Information

We believe **technology improves navigation**™

Sealite is a global manufacturer of marine aids to navigation. The company is headquartered in Australia, with manufacturing and office locations in Singapore, the United States and the United Kingdom.

The Sealite team is dedicated to servicing the marine industry through the efficient design and production of leading-edge products. Through close working relationships, maritime authorities and private customers around the globe now trust Sealite to enhance the safety of their operations.

For more information about Sealite, please visit our website at [www.sealite.com](http://www.sealite.com) email [info\(at\)sealiteusa\(dot\)com](mailto:info(at)sealiteusa(dot)com) or call International +61 (0)3 5977 6128, Asia on +65 (0) 6829 2243, America & Canada on +1 (603) 737-1311 and United Kingdom +44 (0) 1502 588026

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