



## **NEWS**

**FOR IMMEDIATE RELEASE**

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### **JEPPESEN MARINE ANNOUNCES NEW MARKETING IMAGE REPOSITORY FOR C-MAP AND NOBELTEC PRODUCTS AND SERVICES**

**Online Source Available 24/7 to Benefit Dealers and Members of the Boating Press**

**PORTLAND, ORE., September 19, 2008** — Jeppesen Marine recently launched a new Marketing Image Repository designed to benefit marine electronics dealers and members of the boating press.

“Our family of dealers and the boating media are both very important to our success,” said Crystal Friedman, Marketing Manager in Jeppesen Marine’s Portland, Oregon office. “It’s our goal to make their lives — and their work — as easy as possible. Providing a resource that they can turn to 24/7 for quality images, product information and marketing materials is an important step in achieving this goal,” Friedman added.

This new online resource has been populated with a wealth of marketing materials, templates and high-resolution product images for both C-Map electronic charts and Nobeltec navigation software. For authorized marine electronics dealers, this resource makes it easier than ever to obtain approved materials to build advertisements, develop flyers or mailers for sales or events, and promote their businesses in creative ways.

Members of the marine press can easily preview, select and download a wide choice of Jeppesen Marine images for articles and reviews. These include not only product images, but also a variety of electronic charting screen shots that can be used to illustrate cruising articles, how-to boating and fishing stories, and more. As new high-resolution custom screenshots are created for special editor requests, these will also be added to the repository for future use by writers, art directors and other members of the media.

“Over the years, we’ve built up an extensive library of great — including custom created screen shots — that have helped editors give articles extra nautical flair and a sense of place,” said Linda McAndrews, Marketing Manager in Jeppesen Marine’s Cape Cod, Massachusetts office. “Now we’re making it convenient for editors and writers to research these and take advantage of them for future stories,” added McAndrews.

To get started, dealers and editors just need to acquire a personal account name and password by visiting <http://www.tagteam.com/TagTeam/Client/login.asp?dbid=1433>. Visitors will receive an email confirmation shortly thereafter, and will be ready to access this valuable resource any time they wish.

*Jeppesen Marine is a market-leading provider of digital navigation solutions, based on worldwide vector chart data type approved to ISO19379, meteorological information and transmission technologies. Through its wide range of products and services, Jeppesen Marine serves numerous markets from light marine, to today’s safety-conscious commercial shipping industry operating on the inland/coastal waterways as well as high seas. Jeppesen Marine is chartered with the same underlying values that launched Jeppesen in 1934 – improving safety and efficiency through innovative navigation solutions.*

*For more than 70 years Jeppesen has made it possible for pilots and their passengers to safely and efficiently reach their destinations. Today this pioneering spirit continues as Jeppesen delivers essential information and optimization solutions to improve the efficiency of air, sea and rail operations around the globe. Jeppesen is a subsidiary of Boeing Commercial Aviation Services, a unit of Boeing Commercial Airplanes. Jeppesen corporate information is available online at [www.jeppesen.com](http://www.jeppesen.com).*

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