



For immediate release

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MOBILARM OPENS OFFICE IN WASHINGTON D.C. TO SERVICE INCREASING DEMAND FROM NORTH AMERICA

- **New Washington office to support expected roll-out of MBO's Crewsafe V200 submarine escape and survival beacon for US Navy**
- **Follows exercise of purchase option on VHF locator beacon by US Navy in January**
- **Appointment of Roger Hoff as Defence Program Manager and North American Business Manager based in Washington**
- **Roger Hoff previously responsible for 50,000 roll-out of man overboard beacons across US Navy Pacific surface fleet**

Perth, Western Australia: Global marine safety equipment provider, **Mobilarm Limited (ASX: MBO)** today announced that it has strengthened its North American presence with the establishment of an office in Washington D.C. to manage the Company's growth and tap into emerging opportunities in the defence, offshore oil & gas and commercial marine sectors.

Mobilarm has appointed Roger Hoff as Defence Program Manager and North American Business Manager based in Washington. Roger is a specialist in the implementation and rollout of defence based projects and in his previous position was responsible for the installation of approximately 50,000 man overboard beacons across the US Navy Pacific surface fleet.

Mobilarm Chief Executive Officer, Lindsay Lyon commented: "The increasing demand from our US customers such as the US Navy demonstrates that North America offers significant potential for our products and services. We expect that within twelve months the US will be our largest market. We have appointed Roger Hoff to manage MBO's expansion as he has a proven track record in building sales pipelines in the marine safety market.

"Recent acceptance by US regulatory standards bodies will enable Mobilarm to launch into the North American market in the latter half of 2011 and expand our customer base into the US offshore energy and commercial marine sectors."

"Mobilarm is the industry leader in man overboard technologies, relying on a robust and proven approach to saving lives at sea. I am very pleased to join Mobilarm and look forward to building and growing a successful U.S. business together with my team," says Roger Hoff, North American Business Manager, Mobilarm Inc.

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Further details:

Lindsay Lyon
Chief Executive Officer

Email lindsayl@mobilarm.com

Tel. +61 (0)409 531 738
www.mobilarm.com

Lorraine Coghill
Communications Manager

Email lorraine@mobilarm.com

Tel. +61 (0)8 9315 3511
www.mobilarm.com

About Mobilarm Ltd:

Headquartered in Perth, Western Australia, Mobilarm (ASX: MBO) is one of the world's leading brands in the rapidly growing man overboard product category. The Company's marine safety equipment solutions remove risk from the workplace in the offshore oil and gas, defence and commercial marine industries, where regulatory compliance, Occupational Health & Safety and Director's Liability are the major drivers for improved employee safety and Duty of Care.

Mobilarm owns patent pending technology that protects and saves lives in the marine workplace and enables every maritime vessel to become a marine Search and Rescue asset.

The Company's Australian-designed emergency locator beacons and crew monitoring alarm systems for use aboard vessels and other marine facilities generate automatic and immediate alerts in emergencies involving personnel, integrate with GPS and onboard navigation systems and provide in-water tracking of man overboard casualties in the water.



Mobilarm has received enviable recognition for its products and design, winning two Seatrade awards for Safety, two Australian Design Awards and the Western Australia Worksafe Award.

Interviews with the CEO and further company information are available from the Mobilarm website: www.mobilarm.com/page/media_centre.html.