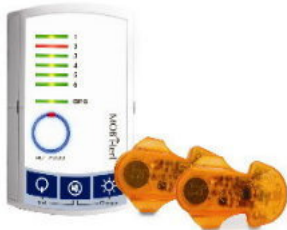


FOR IMMEDIATE RELEASE
March 13, 2008
Contact: David Pilvelait
1+804.436.9002
david@homeportmarine.com



**MOBi-lert™ 720i Man Overboard System
Now Available At West Marine**

GUILFORD, CONNECTICUT, USA, March 13, 2008 – Mobilarm announced today that marine retailer West Marine now offers the company's unique MOBi-lert™ 720i Man Overboard System.



Designed for boats up to 45 feet, simple and easy to install, the MOBi-lert 720i is a wireless system that provides instant alerts in man overboard events. Each crew member and passenger wears a small, rechargeable personal MOBi-lert pendant, which, if disconnected from the network through either submersion in water or distance from the network, will set off a system alert enabling a speedy recovery.

Unlike traditional marine emergency warning devices such as EPIRB's (which must generally be manually activated by the person in distress) MOBi-lert is fully automatic. While an EPIRB transmits the emergency signal to an onshore location, MOBi-lert immediately alerts crew members onboard to ensure a fast and immediate rescue. Connected to a compatible chart plotter or GPS, the 720i will also provide valuable track back recovery information.

- Supports up to six passengers and crew
- Rechargeable pendants will last up to 4 days on a single charge – no need to carry replaceable batteries
- Alert display unit and pendants (PTX's) always show status through LED's – so you always know the safety of the crew, including if the batteries need charging.
- Alert display unit delivers high output audio and visual alarms – immediately alerts everyone of the man overboard event.
- System provides automatic waypoint in a man overboard event to any NMEA 0183 compatible device (such as a chart plotter or GPS).
- Reports multiple man overboard events – critical to know if more than one man overboard event has occurred.
- Variable power supply of 11v – 30v – enabling use with either 12v or 24v systems.
- Low power consumption – good for use on boats with limited battery power.
- UV stabilized, impact resistant polycarbonate and ABS materials – durable, tough and damage resistant for a long life.
- Second built-in relay to sound an extra alarm or shut-off engine – an added safety feature especially handy if the skipper falls overboard.

\$899USD at www.westmarine.com (keyword item #9302183) or in the US call toll free, 1+800.262.8464.

Mobilarm USA - 2415 Boston Post Road - Guilford, CT 06437

News release prepared by Home Port Marine Marketing.

www.homeportmarine.com