

PRESS RELEASE**November 19, 2010**

True Heading forms Dutch subsidiary

True Heading AB (publ), listed on the Swedish small cap exchange Aktietorget, establish True Heading Netherlands B.V., a partly owned subsidiary together with its Dutch distributor.

The Dutch AIS market is one of the most important in the world, the pleasure boat market is large and there is also a market for all inland waterways governed from 2011 to require AIS on board over 9,000 vessels only in the Netherlands and about 10,000 vessels in Germany from 2013. Between 2012 and 2014 AIS will also be required on all fishing vessels over 15 m in the EU, across the EU and Norway, this is not less than 40,000 boats. Further in the region some of Europe's largest ports are located with constant need of replacement and repair of AIS and also a significant offshore industry exists, an area with growth potential for AIS.

- Forming True Heading Nederland B.V. will be a significant step to quickly, efficiently and with greater profitability reach this market, says CEO Anders Bergstrom.

True Heading Nederland B.V. will formally be launched at METS this year thanks to the close cooperation with established distributor and partner SHIPTRON BV in Enkhuizen, Holland. SHIPTRON is also one of only about 10 companies that are licensed to install AIS next year on vessels sailing the inland waterways. SHIPTRON has already managed to take a 10-15% market share in the segment.

- Today there is only about 1000 vessels of the 9000 who has used the government subsidy of 2100 € to install AIS on board, so a majority of the market has yet to be won, says Carla Hogeweg CEO of SHIPTRON B.V.

For further information:

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True Heading AB (publ), listed on the Stock Market Square, is a Swedish world leading company in the AIS field. AIS is a new and essential safety equipment for navigation. AIS is a natural part of the safety board, for navigation, detection of other vessels or for emergencies. In the near future are also able to rescue a person fallen overboard by the AIS. True Heading AB is also the distributor for COMNAV, FLIR, Hemisphere and VESPER MARINE products in Sweden. For more information see www.trueheading.se