

PRESS RELEASE**October 22, 2010**

True Heading enhances safety in sailrace Watski2star Baltic

True Heading AB (publ), listed on the Swedish small cap exchange Aktietorget, has signed an agreement for sponsorship with Oxelösunds Yacht Club, which organizes the regatta Watski2star Baltic. The background is the yacht club's decision to impose requirements for all boats to have AIS transponders in Watski2star Baltic race.

Watski2stars decision to include requirements for AIS transmitters for the 2011 event is unique in the sailing world. The safety of participants will increase significantly and by the position webpage, sailors, spectators and organizers have a completely new view of how the sailrace progresses in real time.

- Watski2star has for some years been using tracking with AIS and GSM systems. Problem with GSM systems is no coverage in large parts of the Baltic Sea. The increased security and value for audiences, the continuous position reports to our special position side has done that we decided to introduce requirements for AIS transmitters for the 2011 Watski2star Baltic, "says Ove Söder, project manager for Watski2star.

To support the participants in the new requirement, Watski2star Baltic has signed a long-term agreement with [True Heading](#) (AIS package supplier), Solid Tango (Development of the position page, live streaming and live reporting direct from the sea) and Watski (full-line wholesaler in Scandinavia). Through the cooperation the 125 participants has the opportunity to buy AIS packages at heavily reduced prices, or hire the same equipment.

- We welcome Watski2stars decision to impose conditions on the AIS. The technique has many advantages, greater safety, but it also creates a whole new dimension for audiences and families. This is a new trend and other yachtraces around the world will follow to make the sailing sport more safe, attractive and accessible to a wider audience, "says Anders Bergstrom CEO of True Heading AB and self a participant in Watski2star Baltic 2 times.

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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