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For Immediate Release

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NorCross Marine Products Plans Move Into Larger Facility and Expands Online Presence

Orlando, Florida - March 25, 2004 - NorCross Marine Products, innovators of wireless marine electronics and portable fish finders, plans to move into a larger facility in April and has increased online services for consumers and the media to accommodate continued company growth.

NorCross will expand its facilities with an April move into a new building that is larger and more customized to their needs. The new location will be home to NorCross's warehouse and office staff. It will also be home to their engineering department to support their new venture, NorCross Technologies, LLC. The eight-acre site also includes a private test lake to aid in the design and development of new marine technologies.

NorCross's website, NorCrossMarine.com, now offers online shopping in a secure 128-bit environment which lets customers make purchases of new and reconditioned products. If customers prefer to buy at a retail store, they can find their nearest retailer by inputting their zip code into a new online dealer locator system.

NorCrossMarine.com also features a new online Community. Outdoor enthusiasts can display photos of their latest catch and photos of their boat on NorCross's website and share experiences on various topics in a forum.

NorCross also caters to the media with an online pressroom. This addition is designed to make finding information easier for the press with hi-res images, news releases, and a product sample program.

"NorCross Marine Products, Inc. continues to plan for the future by investing in both our physical and virtual resources," says Gregory E. Lentine, president.

NorCross Marine Products manufactures marine electronics for outdoor enthusiasts with innovation and customer focus in mind. Their two product lines are HawkEye Portable Freedom and NorCross Wireless Freedom. For more information, visit norcrossmarine.com, or contact Randy Carey, Marketing Director, at 888-NORCROSS, rcarey@norcrossmarine.com.



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