



## **SIREN MARINE PARTNERS WITH STRIKE ZONE COMMUNICATIONS FOR PUBLIC RELATIONS, MARKETING SUPPORT SERVICES**

**March 15, 2017** — Siren Marine, a Newport, Rhode Island-based technology company at the forefront of the 'Connected Boat' revolution, has selected California-based Strike Zone Communications to spearhead its public relations and marketing communications efforts.

This new marketing partnership comes at a time when Siren Marine is preparing to unveil new products that will provide millions of recreational and commercial boaters around the world with added peace of mind and a better boating experience. Building on Siren Marine's years of experience in boat monitoring and tracking, and after months of development and testing, Siren Marine's next-generation MTC (Monitor-Track-Control) products will be launched this spring. A network of wired and wireless sensors installed on the boat connect to the MTC Core, which sends critical alerts and messages to boat owners via the global cellular network. Siren Marine's MTC products help boaters predict and prevent problems, deter theft or unauthorized use, monitor onboard functions, and remotely control key vessel systems from the comfort of their home, office or on the go. Combined, these capabilities give boaters a greater sense of confidence and security, while helping ensure hassle-free time on the water.

"Siren Marine is on the threshold of delivering game-changing technology with the potential to benefit boat builders, fleet operators and a broad spectrum of boating enthusiasts worldwide," said Strike Zone Communications President Ron Ballanti. "We are excited to be helping Siren Marine communicate with boating journalists, the industry and end users alike, to effectively explain not just the technology behind these breakthroughs, but also how it will enhance boating enjoyment by eliminating worry."

"This is an exciting and pivotal time for our company, and communications will play an integral part in our success," said Siren Marine founder and CEO Daniel Harper. "We are ready to hit the ground running over the coming months and are pleased to have a partner with a shared passion for the boating lifestyle and the potential of the Connected Boat," added Harper.

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### **About Strike Zone Communications**

Strike Zone Communications has specialized in providing marketing communications for the boating/marine electronics/fishing industries for nearly 15 years, and has represented many innovative brands over the years, including Simrad, B&G, C-MAP, Airmar Technology Corp., SI-TEX Marine Electronics, Grundéns and Cousins Fishing Tackle.

### **About Siren Marine**

Siren Marine, a Newport, RI marine technology company, offers unparalleled monitoring and tracking systems for the boating market. Siren Marine's products allow boat owners, fleet operators and boat builders to remotely monitor, track and control all types of boats, avoiding costly damage or loss. Endorsed by leading boat builders and insurance companies, Siren Marine offers owners peace of mind and a more enjoyable boating experience. To learn more about Siren Marine, and its complete line of monitoring devices, please visit [www.sirenmarine.com](http://www.sirenmarine.com).

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