



PRESS RELEASE

July 14, 2008

SmartPlug Systems, LLC will introduce the SmartPlug at MAATS in Las Vegas on July 16, 2008

Seattle, WA – July 14, 2008 - SmartPlug Systems, LLC today announced that it will host the official product launch of the SmartPlug at MAATS (Marine Aftermarket Accessory Trade Show) in Las Vegas, NV on July 16, 2008.

After three years of research and product development, SmartPlug Systems will release the reengineered shore power plug and inlet. Those who have been involved in the development of the SmartPlug will no longer be held to nondisclosure.

"It's about time" is the statement we hear from those who have been privy to redesign", stated Ken Smith, CEO and Founder of SmartPlug Systems. "The innovative, safe, easy, and intuitive shore power system has only had positive feedback from industry experts and distributors."

The SmartPlug's simple asymmetrical design eliminates confusion by allowing a straight-in connection to the inlet. It includes a passive lock & secondary locking mechanism, a robust waterproof set of seals, and our exclusive thermal switch.

SmartPlug Systems is based in Seattle, Washington. The company's mission is to offer a safer, more efficient, easier to use shore power system that will reduce losses and problems to the end consumer. For more information about SmartPlug Systems, please visit: www.smartplugsystems.com or contact Molly Keenan, Marketing & PR Director. (206)285-2990.

MAATS is held at the Las Vegas Hilton & Convention Center. It is a highly productive business-building event that offers marine accessory manufacturers and buyers the opportunity to connect one-on-one through a combination of trade show exhibits, private buyer-supplier meetings, new product introductions and awards programs. For more information about MAATS, please visit: <http://www.maats.net>.

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