

For Immediate Release

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**PWC Industries Inc. Announces the Introduction of the “Safety Alert System”  
for Boats and Personnel Watercraft (PWC)**

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***Product Senses Watercraft Deceleration and Illuminates Rear Amber Light***

**FORT MYERS, Fla., July 1, 2008 – PWC Industries, Inc.**, today announced the introduction of the “**Safety Alert System™**” ([www.safetyalertsystem.com](http://www.safetyalertsystem.com)). This is a system that alerts other watercraft users following you when your watercraft is slowing down. An amber LED light illuminates when the electronic microprocessor senses the G forces generated upon deceleration.

“This product takes a major step at helping to avoid vessel collisions on our waterways”, states Chairman of PWC Industries and long time boat dealer Allen Becker. The product has been in development and testing for the last three years with high grades in dependability, quality and ease of installation.

Paul Grzebielucha CEO and President of PWC Industries states “What better cause can this company be associated with than helping to reduce injuries, fatalities, damage, costly repairs and downtime to you and your watercraft”.

The Safety Alert System doubles as a distress signal as the watercraft operator can press a switch to have the amber LED light flash to alert other boaters that their vessel is down and they need assistance. This will be a tremendous help when Tow boats are trying to locate a specific vessel that needs help.

Todd Bootes the developer of the product and the Director of R&D for PWC Industries Inc. has been working to fine tune this patent pending design for several years. He says “The **Safety Alert System™** will work on any vessel from a Personnel Watercraft to a Large Boat. The system, with an advanced microprocessor, senses the forces generated as the vessel slows down and emits a signal that lights the amber LED”.

The **Safety Alert System™** is a made of high quality marine grade components and is totally waterproof. The circuit board is encapsulated and draws very low current (170 Milliamps) and LED lights are known for long lasting (up to 100,000 hours) use. With the Marine Grade tinned wire and stainless steel screws the system holds up to the harshest marine environments.

**About PWC Industries Inc.**

PWC Industries ([www.watercraftinnovations.com](http://www.watercraftinnovations.com)) is a leader in innovative watercraft product development. PWC Industries focuses on quality, safety, reliability, innovation, convenience and environmentally sound products and technologies that deliver a positive experience to the watercraft owner.

*Safety Alert System is a trademark of PWC Industries, Inc. The product is Patent Pending.*