SIREN MARINE HIRES PHIL GAYNOR AS VICE PRESIDENT PRODUCT MANAGEMENT

Brings Passion for Boating and Wealth of Marine Telematics Experience to Help Siren Marine Lead the Connected Boat® Revolution

(October 2, 2018) — Siren Marine, a Newport, Rhode Island-based pioneer in Connected Boat® technology, has announced the hiring of marine industry veteran Phil Gaynor to serve as the company's Vice President, Product Management.

Gaynor brings with him a long history of developing cutting-edge marine products and programs. Most recently, Gaynor was with Navico, Inc., leading the creation, development and launch of that company's GoFree telematics program. He also held key roles in the development of telematics solutions at marine power leader Volvo Penta, and co-founded the SmartCraft program at Mercury Marine.

"We are thrilled to have Phil's passion and experience on our team," said Siren Marine Founder and CEO Daniel Harper. "With his industry knowledge and understanding of what tomorrow's boaters will need, we will continue to lead the Connected Boat Revolution that we began back in 2011. We've been doing this longer than anybody, and we were recently granted a U.S. trademark for the term Connected Boat. We understand , however, that we can't rest on our laurels. As our Vice President, Product Management, Phil will play a key role in keeping us ahead of the technology curve," added Harper.

Siren Marine's current Connected Boat line is anchored by the successful Siren MTC (Monitor|Track|Control) and advanced iOS and Android MTC mobile apps. Together, this system gives boaters the peace of mind that comes from knowing their vessel is always safe, secure and ready to enjoy. This affordable, cellular-based system integrates with a network of proprietary wired and/or wireless sensors to keep mariners connected to their boats and provide a wealth of information such as geofence/location, battery monitoring, shore power status, bilge monitoring, unauthorized entry and more. It also provides the ability to remotely control lights, air conditioning, battery switches and other key systems using a smartphone, tablet or computer.

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Siren's recently launched SirenFleet Fleet Management Portal utilizes this proven technology in new ways to help fleet operators, boat clubs, and commercial fleets, providing a range of monitoring and control functions to improve their businesses efficiency and customer satisfaction. Early adaptors of this technology include Freedom Boat Club locations and Sail Newport, the Northeast's leading facility providing public sailing education, training and access. SirenFleet helps these boating businesses monitor the status and location of their floating assets, so they can better manage maintenance and provide a better customer experience.

To learn more about Siren Marine Connected Boat technology and SirenFleet, contact Siren Marine at 401.619.4774 or visit www.sirenmarine.com or www.sirenmarine.com/fleet.

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