



**SIREN MARINE SELECTED AS OFFICIAL CONNECTED BOAT® SUPPLIER TO
36TH AMERICAS CUP CHALLENGER AMERICAN MAGIC®**

**Siren MTC and SirenFleet Technology to Play Integral Role Onboard Support and VIP Vessels as
Team Works to Bring Cup Back to America in 2021**

Siren Marine and New York Yacht Club American Magic, the U.S. Challenger for the 36th America's Cup, are pleased to announce that Siren Marine has been selected as the Official Connected Boat® Supplier to American Magic.

Siren Marine's industry leading connected boat technology will be used aboard all support vessels and VIP boats in the American Magic fleet. These boats will play an important role over the coming years as the team trains, practices and races in various regattas in the United States and around the world. Siren Marine's MTC connected boat system and SirenFleet Fleet Management Portal will provide these key team vessels with remote monitoring, tracking and control capabilities, ensuring that the world's best sailors, coaches and support team have the latest technology at their disposal as they work to win back the America's Cup for the United States.

Siren Marine technology will empower American Magic to monitor the status of its support boats and VIP boats, knowing precisely where they are and how they are doing at all times. The ability to precisely track locations and coordinate movements of these assets while monitoring battery condition, bilge activity and other potential mechanical issues will help optimize the efficiency, productivity and safety of the entire operation. Siren Marine has partnered with global cellular communications leader Vodafone to ensure reliable connectivity between vessels and staff anywhere in the world, which will play a key role as the challenge effort proceeds.

"This advanced technology lets us know exactly where our support boats are and gives us confidence that they are ready at any given time," said Rob Ouellette, COO of American Magic. "The security features of Siren Marine give us peace of mind that all our assets are secure. SirenFleet allows us to monitor critical systems of our chase boats from anywhere, giving our team a world-class tool to help us meet the demanding tasks placed on our chase boat fleet and achieve our overall goal of winning back the Cup. The fact that the system works seamlessly in more than 180 countries also played an important role in our decision to partner with Siren Marine," added Ouellette.

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Siren Marine is the marine industry leader in Internet of Things (IoT) and connects thousands of owners directly with their vessels, so they know their boats are always safe, secure and ready to enjoy. Daniel Harper, Founder and CEO of Siren Marine and an accomplished racer and ocean-going yachtsmen in his own right, pioneered Connected Boat technology to address the issues he experienced as a sailor. “Having American Magic select our platform reinforces our position at the top of this competitive category,” said Harper. “We are honored to be part of the American Magic campaign and to play our role in this exciting challenge to bring the Cup home.”

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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