



**RITCHIE®**  
**NAVIGATION**

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243 Oak Street, Pembroke, Massachusetts 02359

## RITCHIE ADDS LIFE LIGHT RESCUE STROBE TO PRODUCT LINE

Ritchie Navigation, the world's largest manufacturer of magnetic compasses, has acquired the exclusive global distribution rights for Life Light®. The compact, water-activated rescue strobe attaches to any PFD or life raft and will be marketed under the Ritchie name. It debuts at IBEX, Oct. 1-3, Tampa, booth 3-525.

USCG-approved, the innovative Life Light provides 300 hours of full brightness and is visible for over two miles. It activates when immersed in salt or fresh water and deactivates when removed. This makes it ideal for use with a life raft where it can be brought in during daylight.

Maintenance-free, Life Light's bright yellow housing is virtually indestructible, completely sealed and guaranteed against leakage and corrosion. Its non-replaceable lithium-ion battery lasts five years. The safety device is easy to attach to a PFD or raft with the included lanyard and Velcro strap. Its MSRP is \$24.

"While compasses are traditionally thought of as a navigational tool, they're also very much a piece of safety equipment," said Roby Holland, Ritchie Navigation VP of sales and marketing. "So while Life Light is something new and exciting for us, it's a perfect fit for our 160-year old compass company."

Contact Ritchie Navigation, 243 Oak St., Pembroke, MA 02359. 781-826-5131. sales@ritchienavigation.com, www.ritchienavigation.com.

**Editor's note: See the innovative Life Light and full line of quality Ritchie Navigation products at IBEX, Oct. 1-3, Tampa, booth 3-525.**