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**July 31, 2008**

**Dear Charles Customer:**

Charles Marine realizes these are challenging times for our industry. However, we are optimistic by recent economic reports reflecting lower fuel prices and rising home sales in several housing markets. In the recreational marine market, we are seeing solid growth in the megayacht and larger custom sportfishing segments as well as an increase in sales of center consoles boats. In addition, positive growth is very evident in commercial and government markets including military and Homeland Security.

Marine companies 'holding their own' and currently succeeding are the ones with a flexible sales strategy. We must all be open to diversify business plans and focus on growth markets while maintaining a long-term strategy for success in the industry. Charles Marine is dedicated to providing you with the new products, technology, quality and superb customer service to help you maintain a solid position in this transitioning market.

The attached summary of new products represents our commitment to you to provide the ability to increase sales and stimulate new business. Charles Marine's Market Research and Engineering teams have been very busy developing products that provide boaters with the highest quality AC and DC power solutions.

The increased cost of worldwide commodities has given us no choice but to raise prices on certain products. We have tried to limit these increases to the best of our ability and feel strongly that Charles products will continue to be competitive as well as maintaining status of being best in class for quality. Please review the attached prices and visit our website to download product images.

Thank you for your continued support and we look forward to growing our business and partnership in 2009.

Best Regards,

A handwritten signature in black ink that reads "Lyle St. Romain".



Lyle St. Romain  
General Manager  
Charles Marine & Industrial Group



## **- NEW PRODUCTS OVERVIEW -**

**The following products were introduced in the past year, are in full production and have been well received by customers:**

**HQ Series Battery Chargers** – The only fully approved ABS (American Bureau Shipping) marine battery chargers on the market, the HQ Series offers a rugged ABS battery charger and power supply all in one unit. Many Gov't/Military/Homeland Security, megayachts, and commercial marine vessels are required to meet ABS standards on all new construction over 150 gross tons and/or vessels over 90 meters. ABS enforcement ensures these vessels are in full compliance.

**PM<sup>3</sup>** – Designed for boats 50' and above, PM<sup>3</sup> is a modular system that manages onboard loads by providing **100 amp onboard AC power from two 50 amp shore** cords. It automatically distributes the AC load without the need to manually flip breakers (depending on load) to ensure smooth operation of all AC devices.

**SmartBoost** – An automatic AC booster, SmartBoost increases incoming dockside power by 13% and can be added to any 50 amp marine transformer, even if it's not a Charles transformer.

**StartNow** – “Never Fear a Dead Battery Again”. StartNow is an automatic starting switch and battery combiner that ensures engine/generator start-up even with a depleted battery. StartNow's smart sensing device detects low main battery voltage and automatically draws power from the secondary battery to start your engine. It also assures both the main and reserve batteries are recharged to provide boaters with peace of mind on the water.

**Following are the new products (bolded on price sheet) we are offering our customers:**

**IsoBoost with SST**

*Currently Available*

SoftStart Technology (SST) regulates power and eliminates the tripping of dockside breakers from initial in-rush current. It also ensures adequate voltage is supplied to all of the onboard AC equipment, regardless of the quality of fluctuating dockside power. Built in to all of our popular IsoBoost transformers, SST is critical to boats in Europe and some of the newer marinas in North America where power surges have been known to flip the very sensitive dockside breakers.



## **- NEW PRODUCTS OVERVIEW -**

### **PM<sup>3</sup>-100**

*Currently Available*

With all the same functions as the PM<sup>3</sup> mentioned above, the PM<sup>3</sup> 100 was developed for the 55' plus yacht that requires 200-amp service at the breaker panel. The system provides boat builders with greater freedom in managing onboard loads up to a maximum of 200 amps (while connecting to two 240 volt 100 amp shore power pedestals). This high-tech AC management system is the ultimate in power solutions and convenience.

*Includes Soft Start Technology.*

### **ShoreBoost**

*Currently Available*

A unique “portable” dockside-boosting module that increases the incoming dockside power by 13%, ShoreBoost is ideal for newer marinas where fluxuating power is an issue and for those wired for only wired for 208 volts. ShoreBoost can be combined with any existing onboard 50 amp marine transformer.

*Includes SoftStart Technology.*

### **SoftStart Module**

*Available end of September*

Adding SoftStart Technology to any marine transformer (even non-Charles brands) is now possible with the SoftStart Module. The unit is a separate SST box that can easily be wired to any existing transformer and provides all the necessary SoftStart Technology benefits that are mentioned above.

### **Transformer Installation Kits**

*Available mid-August*

Convenience and simplicity are the key benefits to the new transformer installation kits. Available in four options, kits include all components needed to install marine transformers. Installation kits designed for larger KVA transformers provide ABYC compliant breakers.

### **BattCom**

*Available mid-August*

This product is a very small microprocessor controlled battery combiner. It allows for isolation of separate batteries or banks when DC power is being consumed by onboard gear including trolling motors. More importantly, the BattCom will “allow” the charging of both batteries and/or banks from either the alternator or a battery charger.