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What's New?

We want to know what you think! Please take a few minutes to complete our survey online. We want to know if we're giving you what YOU want. Creating the FUTURE has progressed over time and evolved into a more user friendly newsletter. However, if there is something else you would like us to cover or discuss, just let us know through the survey!

The Creating the FUTURE survey may be accessed via the following:

<https://app.icontact.com/icp/sub/survey/start?sid=2860&cid=501781>

English Version

Exciting News

OCEAN REEF & Shark Week

During Shark Week 2009, (August 2-8) on the Discovery Channel, OCEAN REEF was featured by Jeff Kurr during "Shark After Dark".

A common question raised is: *Do sharks feed after dark?* Jeff Kurr and his team took to the cages and open waters armed with underwater cameras and OCEAN REEF full face masks with communications.

Using night and thermal vision, the team was able to view the sharks as they fed both above and below the surface. The OCEAN REEF M105 surface unit was used by Jeff to communicate with his team while they prepared to dive the deep waters with the Six Gill sharks. Rarely seen by humans, the Six Gill sharks are somewhat of a mystery.

While underwater, Jeff spoke on camera with clarity and ease using the OCEAN REEF GSM (Global Submarine Messenger) while in the safe confines of the shark cage. This dive was an amazing opportunity for Jeff and his entire team to be up close and personal with such a large species seldom seen on camera.

With plenty of fascinating footage of the Great White, Sand Shark, Lemon Shark, Tiger Shark and more... Jeff's use of OCEAN REEF products at multiple depths shows our versatility and comfort for all divers.

We are happy to be a part of Jeff's ongoing work with the underwater world of shark diving and filming.



Product Information

M101A – Underwater Receive Only Unit

Developed as a receive only unit, the OCEAN REEF M101A is perfect for multiple diving scenarios when it is not necessary for everyone to use a full face mask with communications. However, the M101A has the ability of fitting on both full face masks and conventional mask straps.

The M101A automatically activates once submerged in water. With a strong reception, this unit may be worn on or off the mask, or as a handheld for multiple divers to listen to.

Instructor/Student:

The M101A acts as a teaching device in situations where a dive instructor needs to be able to communicate with his/her students, however, does not need them to have response capabilities. The instructor can easily speak to the students using any OCEAN REEF underwater communication device, thus allowing students to hear and follow instructions via the M-101A.

Guided Tour:

Many resorts and popular dive locations offer underwater guided tours. The tour guide may use an underwater communication device, such as the

GSM, and lead the tour without having to use hand signals. The M101A will allow the divers to hear the tour guide and follow instructions to provide a safe and enjoyable dive.

OCEAN REEF offers the M101A by itself or as part of a pack.

Excursion Pack:

The Excursion Pack is designed for instructors and guided tours. The instructor wears a Neptune Space with GSM while the students use M101A receivers. Because the instructor can audibly communicate with the students while underwater, they may make adjustments without having to surface. This dramatically increases the efficiency of the class and the comfort level of the students.

The pack includes the following items:

- (1) Neptune Space
- (1) GSM
- (4) M101A receivers
- Training video & manuals
- OCEAN REEF t-shirt & cap
- OCEAN REEF flag and promotional literature

NDC Pack:

The NDC Pack is designed for

instructors, for communicating with divers. The pack includes the following items:

- (2) Neptune Space
- (2) GSM
- Training video & manuals
- (4) M101A receivers
- OCEAN REEF t-shirt & cap
- OCEAN REEF flag and promotional literature

To purchase, check our authorized dealers or e-commerce store online!



Product Highlight

Accessory – Optical Lens Support

- Frame designed, specifically for a Neptune Series mask, to allow the use of standard optical lenses (lenses not included) while diving
- Lightweight, strong
- Frame may be easily inserted and removed



Featured Dive Site

Oahu, Hawaii – Sea Tiger Wreck



Sea Tiger Shipwreck
Oahu, Hawaii

In the warmer waters (74°-78°) of Hawaii, beside the luscious island of Oahu, rests the Sea Tiger. Between 75 and 100 feet, this dive provides a more advanced and challenging experience.

The Sea Tiger is around 180 feet in length and has created a magnificent artificial reef. A Chinese owned vessel, the United States Coast Guard confiscated and later auctioned off this piece of history. After being sunk in 1999, she later become one of the most popular wreck dives in the area!

Being a metal ship, this dive site does not come without its risks. Jagged edges and small spaces can cause unwanted consequences. Be sure to familiarize yourself with the area before diving further down than the ship’s topside. This site is not for the beginner!! It is considered a more advanced dive and should be regarded as such.

More information on the Sea Tiger can be found online at:

- www.oahudiving.com/seatiger.htm
- www.rainbowscuba.com/seatiger.html

Testimonial

Pat Murphy & the North Carolina Aquariums

The North Carolina Aquariums operate three facilities located on the Roanoke Island, at Pine Knoll, and at Fort Fisher. The Aquariums were established in 1976, to promote an awareness, understanding, appreciation, and conservation of the diverse natural and cultural resources associated with North Carolina’s

ocean, estuaries, rivers, streams, and other aquatic environments. North Carolina’s Roanoke Aquarium uses the Neptune Space and Neptune Communication systems for many aspects of aquarium maintenance, modifications, cleaning and entertainment, including the diver/ audience interactive tank shows.

“Neptune Space is the easiest breathing full face mask, diver friendly unit I’ve ever used going back over 10 years now as a presentation diver at the Aquarium of the Americas in New Orleans.”

- Pat Murphy (Dive Safety Officer, North Carolina Aquariums)

“Neptune Space is the easiest breathing full face mask...”



Did You Know?

OCEAN REEF & Social Networking



You can now become a fan of OCEAN REEF on Facebook! Keep up with the latest news and see where we’ll be next. Join others who stand behind the Neptune Space line and share your thoughts. Check out some of our training videos and Underwater Cellular Phone commercials. Log in and search for us, then click “Become a Fan”!



OCEAN REEF is also on MySpace. The initial craze that came along with MySpace has swept up businesses as well. Add us as a friend and we’ll be sure to keep you posted with bulletins regarding upcoming events, products, specials, etc.



The Twitter phenomenon has taken over as celebrities, organizations, media, businesses, and the general public have started to “tweet”. OCEAN REEF is right there with the rest of them! Follow us on Twitter and see what we’re up to!

www.myspace.com/oceanreefgroup

www.twitter.com/oceanreefgroup

OCEANREEF®

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Please, let us know if you would prefer to receive this newsletter electronically.



Upcoming Events

Orlando, Florida – DEMA 2009

This year's DEMA Show will be held in Orlando, Florida. OCEAN REEF will be among the many new and returning exhibitors to this event.

Here is what you will find at DEMA Show 2009:

- Hundreds of exhibits featuring the leading dive equipment manufacturers, travel destinations, water sports apparel, and services.
- DEMA Sponsored Seminars on state-of-the-industry and current economic topics.
- DEMA Retailer Resource Center (RRC) -- an interactive display area and educational program that provides retailers with the latest tools and industry best-practices.
- Image Resource Center (IRC) -- an exclusive area of the show floor featuring photo- and video-related exhibitors as well as seminars on how underwater photography and videos can be powerful selling tools for the dive retailer.
- Dive Training Agency and Exhibitor Sponsored Seminars
- DEMA Awards Party, the premier industry networking event of 2009.
- The exciting after-hours socializing and networking opportunities that Orlando offers.

(source: www.demashow.com)



Trivia Challenge

Was the M101A designed just for full face masks?

Email your answer and your mailing address to: advertising@oceanreefgroup.com

The first five responses with the correct answer will receive a \$5 gift card to Starbucks! Restricted to U.S. residents only.