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Press Release

For Immediate Release

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BlueView Hires Tracy Simpson as Vice President of Operations

Seattle, Washington, July 25, 2011 – BlueView Technologies the world leader in compact acoustic imaging and measurement technology has added Tracy Simpson as Vice President of Operations. Simpson will lead BlueView's manufacturing and production engineering groups through process improvements using LEAN manufacturing initiatives.

Simpson comes to BlueView with more than 20 years experience in the aerospace industry with an emphasis on leading electro-mechanical assembly organizations. Most recently Tracy lead the global supply chain at Crane Aerospace for the last 2 years and prior to that was the site leader at the Lynwood, WA facility. As a Crane Aerospace Vice President Simpson lead LEAN manufacturing initiatives that enabled site consolidation to one location, and significantly reduced manufacturing lead time.

"BlueView's high mix, highly engineered products offers just the kind of challenge I enjoy – delivering technology breakthrough products to a dynamic market. I look forward to applying my lessons learned to help take BlueView's operations to the levels required to support their rapid growth", stated Simpson.

Lee Thompson BlueView CEO/CTO said "Tracy brings strong combination of proven leadership and industry best practices to BlueView that will help to further accelerate our upward momentum. We're excited to have him onboard."

BlueView is the leader in 2D imaging and 3D scanning sonar solutions with more than 500 installed systems worldwide. BlueView Technologies' advanced sonar systems are currently deployed on AUVs, ROVs, surface vessels, fixed installations, and portable tripods, and have been adopted by leading manufacturers and service providers to support mission critical operations. BlueView customers enjoy a low cost of ownership with reliable operation, exceptional service, in-person training, extensive online information, and worldwide after-sale support.

ABOUT BLUEVIEW TECHNOLOGIES

BlueView Technologies, Inc. provides state-of-the-art compact acoustic imaging and measurement solutions for navy, energy, civil engineering, transportation and port security applications worldwide. Visit www.blueview.com.

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