It is hard to encapsulate the human side of the SPOT product line in a short pithy newsletter article. But we are going to try.

It is the combination of all the stories, all the “reasons why” people use this product that make the people who work for SPOT proud. We at SPOT often say…there is a hand at the end of a SPOT and a life behind that hand. Life is short. Don’t waste it. We get it. We are so proud of our customers for all the reasons you live your life to the fullest and take SPOT along for the ride. We actually don’t want to tell you why we do it, we are just going to let some of our customers do it for us.

Jeff Burke wrote us and told his story:

“THANK YOU "SPOT" FOR SAVING MY LIFE! On August 8, 2010 myself and a buddy were fishing on the Gulf of Mexico, 34 miles west of St. Petersburg FL when our 27 ft. fishing boat starting taking on water. We knew the boat was going to quickly capsize from taking on water and the waves. Urgently, we tried to call for help on our cell phones and CB radio but were out of range. Thankfully I belong to a boat club which provided the boat with a SPOT Personal Tracking device! I grabbed the SPOT device just seconds before the boat capsized. While

standing on top of the capsized boat I sent out a 911 distress alert from the SPOT -- a couple of hours later we thankfully saw a Coast Guard helicopter flying towards us!

THE COAST GUARD HAD RECEIVED OUR GPS COORDINATES FROM THE SPOT AND WE WERE SAVED!

They used a basket to pull us from the water into the helicopter and flew us to the Coast Guard command center in St. Pete. The Coast Guard staff spoke very highly of the SPOT device and asked us all about how we used it. I learned a lot about how the SPOT technology works and can save lives that day. I am thankful that my boat club subscribes to the SPOT service and provided the device on the boat! We were in the newspaper and on TV the next day, the Coast Guard released the rescue video and I have a great picture of me getting off the helicopter, holding the SPOT in my hand still. A successful capsized boat rescue is big news in the Tampa/St. Pete area after what had happened to 4 NFL football players on a capsized boat last year.

THANK YOU SPOT FOR YOUR AMAZING TECHNOLOGY AND SERVICES!

Jeff Burke

Seminole, FL”

[redacted]

[redacted] Tell Us Your Story [redacted]