



FOR IMMEDIATE RELEASE

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AUTOTETHER & CHARLIE MOORE PARTNER UP!

Chester, Connecticut (March 2010) – Autotether, Inc & Extreme Entertainment, Inc./Mad Fish Productions are pleased to announce Charlie Moore, “The Mad Fisherman”, as the face of Autotether.

Autotether, Inc and Charlie will be working together to promote the AUTOTETHER Wireless Lanyard, the latest in boating safety using cutting edge RF technology. Charlie was very impressed after testing out the AUTOTETHER this fall. Committed to safety on the water, Charlie felt this is a product every boater needs to have. You can begin to see Autotether on *Beat Charlie Moore* on ESPN2 and *Charlie Moore Outdoors* on NESN beginning in April 2010.

Since his TV debut on NESN's *Front Row* sports magazine program in 1996, Charlie Moore has become one of the most recognizable outdoorsman in the U.S. – earning top show ratings on ESPN, NESN and WFN. Recently, Charlie has had development deals with both Fox and Paramount pictures and is currently under contract with Pilgrim Film and Television Studios to develop a sitcom. Charlie, along with Curt Gowdy and Ted Williams, is a member of New England Sports Hall of Fame. Charlie's fast-paced; no-holds barred comic hosting style has re-defined outdoor television. From jumping out of airplanes to boxing with the World Heavyweight Champ to kicking footballs with Adam Vinatieri off his bass boat, you never know what Charlie will do next! He is bright, funny and has great range to his talent. *Beat Charlie Moore* is in its seventh season with ESPN2 and ranks as one of the most popular shows of all time for the network. The Mad Fisherman, Charlie Moore, has been a fixture on New England Sports Network since May 1996, first as a part of the *Front Row* sports magazine show, and since 1999 as host of *Charlie Moore Outdoors*. During that time, *Charlie Moore Outdoors* has established itself as the most successful outdoor program in New England and made Charlie Moore a household name across the region. Charlie's unique, high-energy, and humorous hosting style combined with celebrity guests, outrageous skits, and great fishing have redefined outdoor programming.

AUTOTETHER is a wireless lanyard that shuts off a boat's engine in the event that the operator falls into the water. Additionally, AUTOTETHER sets off an alarm if passengers or pets wearing the AUTOTETHER sensors fall into the water.

AUTOTETHER has taken 40 year old technology and put it into the 21st Century! Unlike traditional lanyards that require the operator to be tethered to the boat, the AUTOTETHER boating safety device is an unobtrusive wireless unit. It operates using cutting edge RF technology; the boater wears a small, wireless personal sensor that sends radio waves to a receiver connected to the boat's ignition. When the sensor is submerged in water, the signal between the transmitter and the receiver is instantly broken because radio waves do not travel through water, and AUTOTETHER activates the ignition kill switch.

AUTOTETHER is easy to install. It clips right to the boat's ignition switch. The clip is connected via a short, coiled wire to a receiver that is mounted on the boat's dashboard, next to the ignition switch, using "peel and stick" adhesive strips. No wiring or tools are required. The system is self-powered via inexpensive AAA batteries, which are supplied with the kit. An indicator light on the transmitter changes color when it is time to change the batteries. (Battery life is dependent upon individual boater system usage but typically 100-150 hours of on time.)

AUTOTETHER is patented and trademarked. It is available online at www.autotether.com or by calling 1-888-593-4181. Charlie Moore's website is www.charliemoore.com.