



For Immediate Release

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SeaLife Appoints New Australia Distributor

MOORESTOWN, NJ - SeaLife Underwater Cameras is proud to announce a new exclusive distributor for Australia.

Underwater Australasia Pty Ltd, also known simply as underwater.com.au, has been appointed as the exclusive distributor for Australia for SeaLife's underwater imaging and diving products effective February 1st 2022.

Underwater.com.au has been active in the underwater industry for over 20 years and specializes in the import and sale of underwater niche products. Underwater Australasia is exclusive distributor for a number of key manufacturers from around the world including Yamaha and Sublue Seascooters, QYSEA Underwater Drones, Fantasea Underwater Photographic Products, T-Housing, Nautilus Lifeline and Blu3 USA.

Underwater Australasia has been actively marketing and selling SeaLife's cameras, lights and accessories for 15 years and is proud to take on this new role to help promote and distribute these fine products to businesses and customers in Australia and support our customers with in-depth product knowledge.

Underwater's Director, Tim Hochgrebe, said that he was pleased and proud to take over the role of the sole distributor for such a fine brand after many years of showcasing this exciting brand to the Australian market as a dealer.

SeaLife's vice president of sales & marketing, Sven Harms added, "we're delighted to be working with Underwater.com.au in Australia; their expertise and market knowledge are unrivaled and we're proud to be working with Tim and his team."

Underwater Australasia is a Business for Good - 'we live and breathe underwater' - for new dealer enquiries please contact tim@underwater.com.au.

About SeaLife:

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SeaLife Underwater Cameras are designed and created by Pioneer Research in Moorestown, NJ and were first introduced in 1993. In 2000, SeaLife developed the world's first digital underwater camera. In 2007, SeaLife developed the first non-housing digital underwater camera, and in 2013 SeaLife introduced the Sea Dragon underwater lighting system and its innovative Flex-Connect tray, grip, arm, and mounting accessories. In 2014, SeaLife introduced the Micro HD, the world's first permanently and fully sealed digital underwater camera, followed by the new Micro 2.0 in 2015 and the cutting-edge DC2000 underwater camera in 2017. In 2019 the company expanded into ultra-compact underwater cameras with its ReefMaster RM-4K, and the full-featured Micro 3.0 camera. In 2020 SeaLife launched its SportDiver underwater housing for smartphones, the first dive housing for phones to use its own exclusively designed smartphone app.

SeaLife cameras, lighting and accessories are sold and serviced in over 60 countries around the world. For more information visit www.SeaLife-Cameras.com

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