



## **Innovative Lightweight Aviation Headset Manufacturer Signs New Master Distributor**

**Minneapolis, MN, April 13, 2007** -- Aloft Technologies ([www.clarityaloft.com](http://www.clarityaloft.com)) has signed Modern Aero, Inc. as a master distributor for the Clarity Aloft® Aviation Headsets within the continental United States and Canada as of April 1, 2007.

“This new alliance will allow for a stronger dealer organization and support,” states Aloft Technologies President, Bill Waterman. “Among the benefits to the dealers are:

- advanced sales training
- product support information
- additional collateral materials and
- price consistency.

William McCord Hale, Director of Distribution and Business Development at Modern Aero, has set up a unique dealer training program that uses Webinars, a seminar via phone and Internet to answer questions initially and monthly for the new dealer network. This will allow each dealer to have all questions answered thoroughly and to receive complete production information and updates.

“We still have a lot of work to do to educate the public on the capabilities of this lightweight headset. It is the most innovative and unique headset on the market,” states Hale.

“An increased presence in the marketplace will be beneficial to everyone,” states Bill Waterman. “As awareness increases, so will the sales to our dealers.”

Those customers who need to see a product first hand before buying will be able to have the product demonstrated, and in some cases will have the opportunity to fly with a demo headset obtained from a fixed base operator before making their purchase. By



engaging dealers on the front lines of the aviation community, Aloft and Modern Aero hope to expand that same experience for pilots across North America.

Pilots currently hear the sound quality and feel the comfort at trade shows throughout the year. Staff will be present at Sun 'n Fun Fly-In ([www.sun-n-fun.org](http://www.sun-n-fun.org)) in Lakeland, Florida April 17-23, 2007.

Aloft Technologies, headquartered in Maple Grove, MN produces high quality, technologically advanced products. The focus is to continually provide unique and superior products to the aviation technical community. The Clarity Aloft headset is used by pilots of helicopters, jets, general aviation aircraft as well as aerobatic aircraft. For more information please contact Jo Abbott, Marketing Director at 612-747-3197 or email [joa@clarityaloft.com](mailto:joa@clarityaloft.com).

Modern Aero, Inc is located at Flying Cloud Airport, Eden Prairie, MN. Contact William McCord Hale at 952-941-2595 or email [will@modernaero.com](mailto:will@modernaero.com)

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