



## LAUDERDALE DIVER LAUNCHES NEW WATER COOLED TECHNOLOGY FOR AIR / NITROX COMPRESSOR SYSTEMS TO THE YACHTING MARKET

Chrissy and Len Beck, the owners of Lauderdale Diver can now truly be proud of their Premier Dive Shop on 17th St in the South Harbour Plaza. During a major refit in 2007 we installed a new compressor (soon to be water cooled), state of the art fill station, brand new classroom for training and instruction, new fixtures, custom cabinets and displays that house our diverse line of masks, fins, snorkels, BCD's, regulators, computers, gauges and wetsuits. We also introduced many new product lines and are authorized dealers for Aqualung, Oceanic, Cressi, Tusa, Omer, Sealife, Akona, O'Neill, Bodyglove, AB Biller, Pelaj and many more. With the large cruise ship, tourist and local clientele that visit the shop annually we also brought in Sunset swimwear, O'Neill clothing, Reef footwear, Costa Del Mar sunglasses and brand name Resortwear at very competitive pricing.

Our new website [www.lauderdalediver.com](http://www.lauderdalediver.com) designed by Gatman Services offers lots of information on: our new water cooled Air / Nitrox compressor systems, scuba and free diving lessons, ongoing manufacturers promotions, daily dive and snorkel trips, rental equipment, equipment servicing, live weather cams and up to the minute weather from the National Weather service.

Lauderdale Diver has an excellent reputation for customer service among our local and global clientele as well as our yacht customer base. Our staff is extremely experienced, well qualified, friendly, and enjoy talking about the sport of diving. Our three fulltime instructors Jose Negroni, Rob Davis and Henry Del Campo have all been diving for 20 years or more and are extremely passionate about the sport they love to teach. Pat Curtis the store manager has been serving some of the same customers for the past 20 years since her employment with Lauderdale Diver. She is excited about the growth of the business and the future ahead of us as we add a full line of Compressor Systems into the business.

While Chrissy Beck manages the store, her husband Len, who is the captain aboard "Battered Bull" also enjoys fielding questions and sharing his knowledge to other captains whose itineraries are taking them through the Pacific and Asia. "We've spent so much time diving with the Battered Bull all over the world I am happy to share information about logistical support, destinations not to miss and great dive areas."

We invite everyone to come and see our new store and watch the endless dive videos produced on Battered Bull of all the great diving destinations the yacht has travelled to. We specialize in yacht outfitting and have package deals with very competitive prices.