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### Rice Electronics is both pleased and proud to announce its recent ISO 9001:2008 Certification.

The ISO 9000 family of international quality management standards and guidelines has earned a global reputation as the basis for establishing quality management systems. By adopting such standards and guidelines, Rice Electronics further enhances its reputation as the leader in the Marine Electronics industry, offering a wide variety of proven products to increase performance, reliability, safety, and security as a fully integrated system. Our integration capabilities for creating an easily usable, customizable system from a wide range of cutting edge technologies are unsurpassed, even in the face of your most complex, demanding needs. And our expertise in both technology and regulations, along with our ISO 9001:2008 certification, makes us easily the obvious choice to conduct your ABS and DNV inspections.

Rice Electronics has built a customized management system that meets the ISO 9001:2008 standard. With our customer as the focus, we consistently provide products and services that meet customer and applicable regulatory requirements. Our goal is to exceed customer expectations so that our customers never leave us.

Call us at Rice Electronics to find out more about our full line of navigation, safety, security, and data communications technologies and how we can design your integrated, state-of-the-art system. Come visit our website at www.riceelectronics.com. Or email us for more information or a quote at sales@radar-radio.com.

### Principle 1 Customer focus

### Rice depends on its customers and therefore understands current and future customer needs, meets customer requirements and strives to

exceed customer expectations.

#### Principle 2 Leadership

At Rice, our leaders establish unity of purpose and direction of the organization. They create and maintain the internal environment in which people can become fully involved in achieving the organization's objectives.

## Principle 8

# Mutually beneficial supplier relationships

Rice Electronics and its suppliers are interdependent and strive to create and maintain a mutually beneficial relationship, which enhances the ability of both to create value for customers and clients.

## **Principle 7**

# Factual approach to decision making

Here at Rice Electronics, effective decisions are based on analysis of data and information.

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## Principle 3

**Involvement of people** People at all levels are the essence of Rice Electronics and their full involvement enables their abilities to be used for both the organization's and its client's benefit.

# Principle 4

Process approach

At Rice, we achieve desired results more efficiently by managing all of our activities and related resources as a process.

# Principle 6

### Continual improvement

Part of Rice's permanent objectives as an organization is continual improvement of its overall performance.

# Principle 5

### System approach to management

Identifying, understanding and managing interrelated processes as a system contributes to Rice's effectiveness and efficiency in achieving its objectives.