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LOWRANCE LAUNCHES SUMMER REBATE PROMOTION ON LCX AND LMS PURCHASES

Marine Electronics Leader Offers Up to \$300 Rebate on Popular Advanced Sonar/Chartplotter Combination Units

Tulsa, Okla. – Lowrance, a world-leading brand in marine electronics since 1957 and GPS navigational systems since 1992, announced today a limited-time, rebate promotion on its popular LCX and LMS product lines. All Lowrance LMS or LCX sonar/chartplotter combo model purchases made from an authorized Lowrance dealer between July 8 and August 30, 2008 are eligible for up to \$300 cash back by mailing in a rebate form. Ideal for discerning anglers, the Lowrance LMS full screen recording sonar/GPS chartplotter combo models features precise navigation, a unique color display for enhanced sonar and chartplotter viewing, high-speed networking capability for connection to other units and built-in mapping including over 3,000 U.S. lakes. The award-winning LCX large-screen sonar/GPS units also deliver powerful fishfinding features in addition to reliable mapping data including high-detailed built-in electronic cartography with inland and coastal coverage.

“The LCX and LMS sonar/chartplotter combo lines offer anglers a total performance package,” said Gordon Sprouse, director of marketing, Lowrance. “This exclusive offer provides significant savings on some of our most popular product lines and will make it possible for a greater number of anglers to experience Lowrance best-in-class sonar and navigation features and capabilities.”

The Lowrance rebate promotion is available to all customers, and applies to new retail purchases as well as pre-installed models. Lowrance LMS and LCX sonar/chartplotter combo units are available at authorized Lowrance dealers and distributors throughout the United States, Canada and Puerto Rico. To take advantage of the rebate promotion on LMS and LCX purchases made today through August 30, 2008, download, complete and mail-in a rebate form from www.lowrance.com by September 30, 2008. For more information on the limited-time, Lowrance LMS and LCX sonar/chartplotter rebate offer, the LMS or LCX product lines, or the entire Lowrance line of marine electronics, please visit www.lowrance.com or call toll-free 1.800.324.1356 in the USA or 1.800.661.3983 in Canada.

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About Lowrance:

The Lowrance® brand is wholly owned by Navico, Inc., a privately held, international marine electronics company. Navico is currently the world’s largest marine electronics company, and is the parent company to five well-established marine electronics brands: B&G®, Eagle®, Lowrance, Northstar and Simrad®.