



LOWRANCE

FOR IMMEDIATE RELEASE:

July 24, 2007

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LOWRANCE INTEGRATES NAVIONICS® PLATINUM OPTIONS IN WIDEST RANGE OF CHARTPLOTTER CHOICES

Tulsa, Okla. – Lowrance announced today the addition of future compatibility with Navionics Platinum multi-dimensional electronic charting on its full range of 2007 and 2008 chartplotter-equipped choices. Lowrance Navionics Platinum options will include both Platinum for global blue-water navigation and HotMaps Platinum for U.S. inland water boaters. Lowrance firmware upgrades to run Navionics Platinum will be available as a free download from the Lowrance website in January 2008. Lowrance compatibility with Navionics Platinum options, available on plug-and-play Secure Digital (SD) memory cards, represents the most extensive array of compatible product choices of any marine electronics brand. This includes all 2007 Lowrance LCX, LMS and GlobalMap® color models, with 5-, 7-, 8.4- and 10.4-inch displays.

“The addition of the Navionics Platinum cartography option combines our market leading inland waters fishfinders and chartplotters with the market leading inland cartography, offering best-in-class 3-Dimensional map implementation,” said Gordon Sprouse, director of marketing, Lowrance. “By including Platinum for use on our full range of products, especially on widely-popular 5” color display models, we serve the best interests of our loyal user base.”

Navionics Platinum combines huge XL3-size coverage areas of coastal and offshore waters, including 3-Dimensional bathymetric views and aerial photography of harbors and others points of interest. Platinum HotMaps features exclusive high-resolution 3-Dimensional map views of over 300 top U.S. tournament lakes and high detail charting for over 10,000 North American lakes, including Canadian waters.

Lowrance is a world-leading brand in marine electronics since 1957 and GPS navigational systems since 1992. In 2002, Lowrance was the first to integrate with Navionics to provide high-detail charting options via the convenience of the Lowrance innovation of plug-and-play MMC/SD memory card slots on marine electronics.

For more information, please visit www.lowrance.com, or call 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 seven well-established marine electronics brands: B&G®, Eagle®, Lowrance, MX Marine, Navman, Northstar and Simrad®.

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Lowrance GlobalMap 9200C w/ Platinum

This image and others are available as high-resolution JPEGs or TIFFs

For imagery and other editorial requests, please contact:

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