



Andrew Golden
Rushton Gregory Communications
617-413-6521
agolden@rushtongregory.com

Steve Wegrzyn
Lowrance
918-438-8622
steve.wegrzyn@navico.com

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LOWRANCE ANNOUNCES NEW OUT&BACK GPS HANDHELD

Innovative Touch-Screen Device Delivers Easy-to-Use and Fully Customizable GPS Mapping to Outdoor Enthusiasts

Tulsa, Okla. – Lowrance, a world-leading brand in marine electronics and GPS navigational systems since 1957, announced today the Out&Back, its next generation, touch-screen, easy-to-use handheld GPS. The highly adaptable, cost-effective GPS product in Lowrance's new Endura handheld line up*, the Out&Back provides extensive expansion capabilities for the outdoor enthusiast. Preloaded with a sophisticated base map and offering multiple mounting choices and downloadable mapping options, as well as support for shared web community content and plug-and-play micro SD cards, the Out&Back offers an economical, yet completely scalable, solution for adventure sport-minded individuals.

Smartly designed for easy, out-of-the-box use, the Out&Back's straightforward menu makes navigation simple. Its large color transfective touch-screen allows for easy viewing and operation, and its pre-loaded mapping content with detailed hill shading, topographic contours, primary roads and key Points of Interest (POI) provides accurate and realistic situational awareness. Out&Back is also easy to customize, including a recording option that saves trails and routes allowing quick recall or sharing, a geocaching application compatible with Geocaching.com and power standby to conserve battery life as well as provide ultra-fast startup. The Out&Back supports Lowrance's full range of optional mapping content including Fishing Hot Spots® and Lakemaster® charts, as well as national and international maps, and sport-specific content. Like all Endura handhelds, the Out&Back accepts public domain files and community-based content such as GPX trails, routes and general outdoor POIs.

"The Out&Back handheld GPS provides outdoor enthusiasts with a savvy, comprehensive navigation tool at an affordable price," said Jens-Thomas Pietralla, president and CEO of Navico. "With its tremendous expansion capabilities and access to community content, the Out&Back is fully customizable to provide enthusiasts the exact support they need wherever and whenever their outdoor adventures take them."

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The Out&Back GPS handheld's compact yellow housing with rubberized armoring provides a comfortable grip. Its user interface is optimized for ease-of-use and features both touch screen and keypad functionality. The device measures 5.1-inch high x 2.3-inch wide x 1.1-inch deep (130mm x 60mm x 31mm) and weighs a scant 5.8 ounces (165 grams) without two AA batteries. The handheld device includes a high-resolution 2.7-inch color touch screen display, micro SD slot with up to an additional 32GB of storage for mapping cards, mini-USB port for power and data cables (USB-to-mini USB cable included), cigarette lighter adapter and a reinforced attachment loop. The Out&Back and all Endura systems are protected by a one-year limited warranty.

Price & Availability:

The Lowrance Out&Back GPS has an MSRP of \$229.99 U.S. and will be available for purchase in May 2009 through authorized Lowrance dealers and distributors. For more information on the Out&Back, the complete Endura line and compatible mapping products, visit www.lowrance.com/Endura, or call 1.800.324.1356 in the USA or 1.800.661.3983 in Canada.

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* The Lowrance Endura line consists of three innovative touch-screen GPS handhelds for the outdoor market: the flagship Sierra – the most powerful and complete out-of-box GPS experience available, the Safari – the most versatile navigator for any outdoor experience, and the Out&Back – setting a new standard in affordability and ease of use.

AccuTerra is a GPS mapping product provided by Intermap Technologies

About Navico and Lowrance:

The Lowrance® brand is wholly owned by Navico Holding AS, a privately held, international electronics company. A leader in outdoor recreational GPS electronics and currently the world's largest marine electronics manufacturer, Navico is the parent company to five well-established brands: B&G®, Eagle®, Lowrance®, Northstar® and Simrad®. www.navico.com - www.lowrance.com



These images and others are available as high-resolution JPEGs or TIFFs

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Andrew Golden
Rushton Gregory Communications
617-413-6521
agolden@rushtongregory.com