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FOR IMMEDIATE RELEASE:
January 22, 2009

LOWRANCE INTRODUCES THE VERSATILE SAFARI OUTDOOR GPS HANDHELD

Full-Featured Touch-Screen Device Provides Outdoors Enthusiasts Versatile GPS Mapping Capabilities

Tulsa, Okla. – Lowrance, a world-leading brand in marine electronics and GPS navigational systems since 1957, announced today its full-featured, touch-screen handheld GPS, the Safari. Offering enhanced situational awareness to outdoor enthusiasts, the Safari combines advanced mapping capabilities with a trip computer, electronic compass and barometric altimeter into a powerful handheld GPS system. A touch-screen display and simple, intuitive keypad make it easy to enter data and access information. The Safari is preloaded with a sophisticated base map and supports both plug-and-play micro SD cards and downloadable maps offering complete versatility to aid any outdoor adventure. The Safari is one of three innovative products in Lowrance's new Endura handheld GPS line*.

Fully functional right out of the box, the feature-packed Safari is the ideal all-purpose outdoor handheld GPS. The device includes a large color transfective touch-screen for easy viewing and enhanced functionality. It incorporates a high-performance processor and high-speed memory for quick map redraw and panning; a trip computer that records trails, trip times and distance; pre-loaded mapping content with detailed hill shading, topographic contours, primary and secondary roads and key Points of Interest (POI); and an unlock option for full-featured turn-by-turn navigation. The innovative GPS handheld also offers multimedia resources including MP3/voice notes as well as a picture and video player. The Safari can be customized to meet individual needs; accepting many public domain files and community-based content such as GPX trails and general outdoor POIs.

"The Safari handheld GPS is designed for outdoor enthusiasts who want the ultimate versatility," said Jens-Thomas Pietralla, president and CEO of Navico. "With its high performance navigation, large full-color touch screen, tremendous expansion capabilities and access to

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community content, the Safari is well-suited for hiking, mountain biking, hunting, backpacking and geocaching, as well as cycling, snowmobiling, off-roading, paddlesports and skiing or simply for lovers of them all.”

The Safari GPS handheld has a compact, sleek housing that incorporates rubberized armoring that protects the unit and provides a comfortable grip. Its user interface is optimized for ease-of-use featuring 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 GPS handheld includes a high-resolution 2.7-inch color touch screen display, marine-grade speaker, headphone jack, microphone, mini-USB power port, USB-to-mini USB cable and a reinforced attachment loop. A micro SD card slot allows up to 32GB of user-specific storage for mapping, picture, video and MP3 audio files. The Safari, like all Endura handheld GPS products, is protected by a one-year limited warranty.

Price & Availability:

The Lowrance Safari GPS has an MSRP of \$384.99 U.S. and will be available for purchase in May 2009 through authorized Lowrance dealers and distributors. For more information on the Safari, 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 Outback – 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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