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LOWRANCE ANNOUNCES SIERRA OUTDOOR GPS HANDHELD

Premier Touch- Screen Device Provides Full-Featured GPS Mapping for Outdoor Enthusiasts

Tulsa, Okla. – Lowrance, a world-leading brand in marine electronics and GPS navigational systems since 1957, announced today the introduction of Sierra, its next-generation handheld GPS. Featuring touch-screen operation, a high-accuracy 3D digital compass and barometric altimeter, the Sierra provides sensor-enhanced navigation and better situational awareness capabilities than other products on the market. Preloaded with high-detail outdoor maps and fully functional right out of the box, the Sierra is the flagship of Lowrance's new Endura line of handheld GPS devices*.

Designed for versatility, Sierra provides never before seen expansion capabilities. The device contains 4GB of internal memory and provides a micro SD expansion slot supporting up to an additional 32GB of storage for mapping, pictures and MP3 audio files. The pre-loaded content includes Intermap's Accuterra™ high-resolution topographic maps, extensive outdoor trail networks and Points of Interest, as well as the NAVTEQ® road network for the contiguous 48 states with an upgrade option for full-featured turn-by-turn navigation. In addition, Lowrance offers a full range of optional mapping content including Fishing Hot Spots® and other national and international map content. Fully customizable, the Sierra accepts many public domain files and community-based content such as GPX trails and general outdoor POI's.

"The Sierra handheld GPS is the product that premiere outdoor enthusiasts have been waiting for," said Jens-Thomas Pietralla, president and CEO of Navico. "With detailed on-board mapping, tremendous expansion capabilities and access to community content, the Sierra is equally suited for hiking, mountain biking, hunting, backpacking and geocaching, as well as cycling, snowmobiling, off-roading, paddlesports and skiing."

The Sierra offers a user interface optimized for ease-of-use featuring both touch-screen and keypad functionality. Fully waterproof to the IPx7 standard (submersible), the compact Sierra

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offers a comfortable grip and steel-blue housing with rubberized armoring. 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, mini-USB port for power and data cables (USB-to-mini USB cable included), and two reinforced attachment loops. The Sierra is protected by a one-year limited warranty.

Price & Availability:

The Lowrance Sierra GPS has a suggested retail price of \$549 U.S. and will be available for purchase in May 2009 through authorized Lowrance dealers and distributors. For more information on the Sierra, 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.

* 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

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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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