



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

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

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LOWRANCE ANNOUNCES SIDE-VIEWING SONAR OPTION FOR NEW HIGH DEFINITION SYSTEMS

Innovative HDS Multifunction Displays to Offer Advanced Fishfinding Technology

Tulsa, Okla. – Lowrance, a world-leading brand in marine electronics since 1957 and GPS navigational systems since 1992, announced today, at the Bassmaster Classic in Shreveport, Louisiana, its introduction of a new side-viewing sonar technology option for its powerful line of HDS (High Definition System) multifunction displays. Available in 2009, the Lowrance side-viewing sonar technology depicts the underwater world of bottom and structure in photo-like presentations.

Presenting an advanced new dimension in bottom and structure viewing, Lowrance side-viewing sonar delivers the same legendary total-sonar performance that anglers have come to expect from Lowrance. In addition, the side-viewing sonar works in tandem with existing high-definition 2D sonar displays – powered by the built-in HDS Broadband Sounder.

A simple, cost-efficient add-on module, the new side-viewing technology is easily networked using Lowrance Ethernet connections, allowing anglers to enjoy the Lowrance sonar advantage on all HDS displays mounted on their boat.

Designed by the leader in recreational fishfinder innovation, the new Lowrance side-viewing sonar option is welcome news for serious and pro anglers, as well as those involved in underwater search and recovery, marine archeology and marine ecology sciences.

Full details, pricing and a projected 2009 availability date for the new Lowrance side-viewing supplemental HDS sonar technology option is expected to be released at the American Sportfishing Association's ICAST trade show in Orlando, Florida in July.

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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®.