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LOWRANCE RECEIVES NMMA INNOVATION HONORS FOR BROADBAND SOUNDER AND LVR-880 AT MAATS 2008

Marine Electronics Leader Receives Product Award and Honorable Mention

Tulsa, Okla. & Las Vegas, Nev. – Lowrance, a world-leading brand in marine electronics since 1957 and GPS navigational systems since 1992, proudly announced today that its Broadband Sounder received top honors at the 2008 Marine Aftermarket Accessories Tradeshow (MAATS) convention held in Las Vegas, Nevada. The revolutionary sonar technology allows boaters and anglers to see detail in surface clutter, in the water column and at bottom like never before. The innovative Lowrance LVR-880 fixed-mount, DSC VHF with FM radio received honorable mention recognition at the event. Organized by the National Marine Manufacturers Association (NMMA) and judged by a media panel from Boating Writers International, the awards recognize products that have been deemed innovative by industry press.

“Professional anglers who have put the Lowrance Broadband Sounder through the paces say its performance is nothing short of amazing,” said Gordon Sprouse, director of marketing, Lowrance. “To have the industry’s leading editors add their stamp of approval by bestowing this prestigious award is truly an honor and a testament to our commitment to provide boaters exceptional electronics technology.”

For more information on the award-winning Lowrance Broadband Sounder and LVR-880, or the entire Lowrance line of marine electronics, please visit www.lowrance.com or call toll-free 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 five well-established marine electronics brands: B&G®, Eagle®, Lowrance, Northstar and Simrad®.

About the MAATS Innovation Award:

The Innovation Awards, organized by NMMA and judged by BWI, recognize those products that best meet the following criteria: Innovative distinction from other products currently being manufactured; benefit to the marine industry and/or consumer; practicality; cost-effectiveness; and availability to the consumer within 60 days of the show’s conclusion.