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LOWRANCE DEBUTS VALUE AND VERSATILITY IN CROSSOVER NAVIGATION WITH XOG™

Tulsa, Okla. – Expanding on its award-winning innovations in mobile navigation, Lowrance, a world-leading brand in navigation and marine electronics, announced today the XOG™ Cross-Navigation GPS. Combining turn-by-turn automotive guidance with rugged, weatherproof outdoor travel functionality, XOG is the one-for-all solution for the outdoors enthusiast and motorist alike.

Ready to travel out-of-the-box, XOG comes preloaded with comprehensive NAVTEQ® street map detail for the U.S. and Canada, and contains a robust Points-of-Interest (POI) database for over 3 million destinations including restaurants, hotels, leisure sites, gas stations and more. For guidance outside of a vehicle, XOG can be easily switched to outdoor mode, offering support for the most extensive library of affordable field and on-water mapping options on the market. Plug-and-play options include preloaded SD memory cards such as FreedomMaps™ USA, Canada and Europe; Fishing Hot Spots® PRO, LakeMaster® ProMaps; NauticPath™ USA and International coastal charts; and Navionics® Gold and Classic cartography. XOG also incorporates two innovations first introduced to mobile navigation by Lowrance, an integrated MP3 player and JPEG picture viewer.

Continuing to innovate and break new ground, Lowrance also announced the planned launch of MapSelect.com, its online downloadable map store. With features similar to popular music-downloading services, MapSelect.com provides XOG users with access to a full complement of U.S. cartography choices including satellite and aerial imagery with 2-meter resolution; enhanced USGS topo, 1:24k scale; and BLM mapping for western states at 1:100k scale. Users can select specific map data for planned adventures, by utilizing this quick, convenient and inexpensive access to new maps and enhanced map data.

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For unmatched reception in environments with weak signal strength (high buildings or dense foliage), XOG harnesses the power of a revolutionary low-power, super-sensitive GPS chipset. A bright, high-detail, 3.5-inch touch-screen display with 320 x 240 pixel resolution, and simplified intuitive menus, ensures that XOG is easy to view and use in all lighting conditions. Compact, rugged and weatherproof to IPX4 standards for outdoor use, XOG houses a rechargeable internal Li-ion battery that eliminates the need for external power during operation, and contains a high-quality speaker that delivers clear turn-by-turn instructions for reliable route guidance.

The new Lowrance XOG comes with a vehicle mounting bracket, vehicle power adapter and mini-USB cable. An array of optional XOG accessories such as a handlebar mounts for cycling, ATV, snowmobile and motorcycle use, are also available for purchase. XOG is protected by a full one-year warranty.

Price & Availability:

The Lowrance XOG will be available for the 2007 holiday shopping season, and priced at \$299 U.S. To locate a dealer, please visit www.lowrance.com/xog or call 1-800-324-1356 in the USA.

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About Lowrance:

The Lowrance® brand is wholly owned by Navico, Inc., a privately held, international marine electronics company. Navico is the world's largest marine electronics company, and is the parent company to seven well-established marine electronics brands: B&G®, Eagle®, Lowrance, MX Marine, Navman, Northstar and Simrad®.

This image and others are available as high-resolution JPEGs or TIFFs

For imagery and other editorial requests, please contact:

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