

FOR IMMEDIATE RELEASE

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LOWRANCE ANNOUNCES NEW ENDURA™ PERFORMANCE FEATURES

Free Software Upgrade For Touch-Screen, Full-Featured GPS Devices Adds Marine Mapping and Never-Before-Seen Land Use Detail

Tulsa, Okla. – Lowrance®, a world-leading brand in marine and outdoor electronics and GPS navigational systems since 1957, announced today the Version 1.4 software update, a performance-enhancing upgrade for its Endura™ handheld GPS devices for the outdoor market. With this latest software enhancement, the Lowrance Endura Sierra, Safari and Out&Back models are now compatible with Fishing Hot Spots® Pro USA and LakeMaster® maps, and now display exclusive enhanced land use and accessibility detail on their base maps. The Version 1.4 software upgrade is available as a free download from the Lowrance website, and increases functionality and situational awareness for outdoor enthusiasts.

Providing compatibility with the nation's most popular marine mapping on microSD cards, the Endura GPS devices can now be used to display lake and coastal mapping, bathometric contour lines, valuable navigation, and fishing Points of Interests (POIs), and detail. This allows the Endura GPS units to be true marine systems that can be used for stand alone boat navigation, or to complement or serve as a backup to a boater's full-featured chartplotter. Fishing Hot Spots Pro USA delivers nearly 4,500 enhanced lakes across the country with detailed shorelines and depth contours and over 100,000 fishing POIs. In addition, the software update offers supports for LakeMaster microSD mapcards that provide thousands of high-definition inland lakes charts for Michigan, Minnesota, Wisconsin, Lake of the Woods/Rainy Lake, Dakotas and Illinois/Iowa.

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Exclusive to Endura, the software enhancement also provides advanced land use map shading detail that benefits all outdoor adventurers. Users can easily locate their position in relation to a variety of private, state and federal lands whether on foot or while using off-road vehicles. As with current Endura mapping, the level of additional detail increases throughout the Endura line, with the Sierra providing the highest detail available. The new land use shading now identifies areas such as National Parks and Forests, recreational areas, managed forests, Bureau of Land Management (BLM) lands and game management areas. This enhanced AccuTerra® mapping feature complements the pre-loaded outdoor trail networks, POIs, and NAVTEQ® road network for the contiguous 48 states, already available to Endura users.

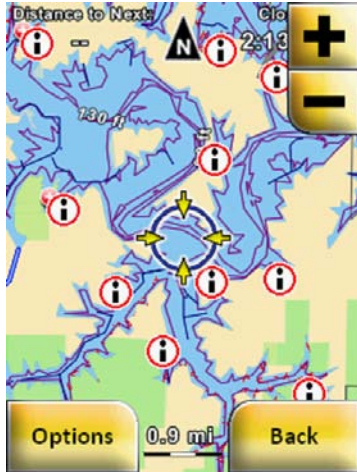
“Our feature-packed Endura handheld GPS systems are truly versatile and comprehensive navigation tool that can help anyone in their outdoor endeavors,” said Louis Chemi, chief operating officer, Navico Americas. “We are committed to providing unparalleled expandability and supporting Endura customers by offering meaningful upgrades, at no cost, that continue to enhance Endura performance and functionality. With the Version 1.4 upgrade, boaters and anglers have the option to add high-quality marine cartography, while hunters, hikers and off-road enthusiasts have even better onboard mapping for all of their outdoor excursions.”

The Lowrance Endura Version 1.4 upgrade is compatible with all Endura series GPS devices purchased worldwide and is available as a free download from www.lowrance.com. For more information on the Endura update, the Lowrance Endura handheld GPS series, or the entire Lowrance line of marine and outdoor electronics, please visit www.lowrance.com or call 1.800.324.1356 in the USA or 1.800.661.3983 in Canada.

For a closer hands-on look at on-the-water Endura functionality, please visit <http://www.lowrance.com/Support/Video-Library/OUTDOORS/HOW-TOs/Endura-GPS-On-The-Water/>.

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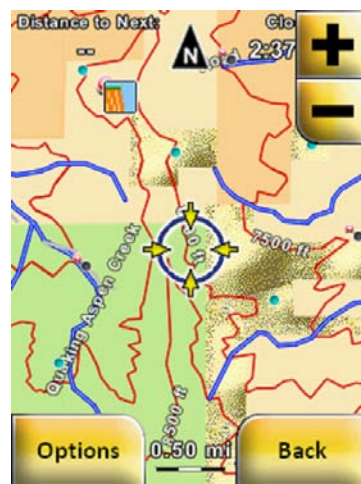
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Lowrance Endura Fishing Hot Spots Screen Shots



Endura Land Use Detail



Endura Land Use Map Screen Shot

For imagery and other editorial requests, please contact:

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About Lowrance: The Lowrance® brand is wholly owned by Navico, Inc., 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 marine electronics brands: B&G®, Eagle®, Lowrance®, Northstar™ and Simrad®. www.navico.com