

FOR IMMEDIATE RELEASE

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LOWRANCE DEBUTS MARK-5X DOWNSCAN IMAGING™ FISHFINDERS

**Marine Electronics Leader Unveils Affordable New Fishfinder
With Crystal-Clear, Photo-Like Underwater Detail**

Tulsa, Okla. – Lowrance, a world-leading brand in marine electronics since 1957 and GPS navigational systems since 1992, announced today the premier of its new dual-frequency fishfinders with innovative DownScan Imaging™ (DSI) sonar technology, the Mark-5x DSI and Mark-5x DSI Portable. The new Mark DSI series provides anglers a new standard in fishfinding with remarkable straight-down photo-like views of detail directly beneath the boat—including bottom composition, brush, rocks, vegetation, drop offs, thermoclines, predator fish, baitfish and more. On display for the first time at the International Convention of Allied Sportfishing Trades (ICAST) 2010 show in Las Vegas, Nevada, the Mark-5x DSI sonar fishfinders combine unparalleled sonar performance with a brilliant 5-inch display, smart automatic fishfinder modes and simple, intuitive operation—all at affordable prices.

Mark-5x DownScan Imaging fishfinders provide crystal-clear underwater definition with photo-like views in shallow and deep, freshwater or saltwater—including impressive bottom readings at higher boat speeds. Capable of displaying isolated targets and hard-to-find secondary structure, DSI sonar not only allows users to see vegetation and bottom structure more clearly, but also helps anglers recognize subtle variations in weed growth and bottom hardness. Mark-5x DSI models feature a new rugged, low-profile dual-frequency Skimmer® transom-mount transducer with a built-in temperature sensor, that operates at 455 kHz for wider and deeper coverage, or at

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800 kHz for more concentrated scans in shallower conditions with greater target separation.

For easy-to-use, touch-of-a-button execution, Mark DSI fishfinders have automatic fine-tuned fishfinding modes for simplified, instant operation and optimal imaging performance, while allowing access to manual options for advanced control. For greater precision with bait or lure presentations, anglers can position the cursor anywhere on the sonar display to determine the depth of a marked object—such as suspended baitfish, a thermocline, or predator fish identified among suspended tree branches. In addition, DSI models feature Lowrance TrackBack™ that allows anglers to scroll backward into sonar history and pinpoint possible fishing hotspots.

"Mark-5x DSI and Mark-5x DSI Portable fishfinders provide value with today's most innovative fishfinding benefits," said Louis Chemi, chief operating officer for Navico Americas. "The Mark-5x DSI offers feature-packed performance and exclusive DownScan Imaging technology with unrivaled underwater detail — all at a great standalone fishfinder value. The Mark-5x DSI Portable provides the same functionality and affordability in a convenient portable package."

Designed with a full 5-inch, bright-white, 480 x 480-pixel, Film SuperTwist™ LED display for easy viewing in all lighting conditions plus 16-level gray scale definition, Mark-5x DSI units have 2,400 Watts of peak-to-peak DSI power for unfiltered target separation at depths down to 200 feet. Compact and attractively priced, the models feature a quick-release bracket that is easy to install and offers convenient removal for storage and remounting. The enhanced keypad is backlit and designed for simplified one-handed control of the systems' intuitive menus. All Lowrance Mark models feature a quarter-turn uniplug cable system with watertight seals for longer, trouble-free connections in all marine environments. Fully waterproof to the IPx7 standard, Mark DSI models are protected by a one-year limited warranty.

Scheduled to reach store shelves in January 2011, the Lowrance Mark-5x DSI and the Mark-5x DSI Portable fishfinders will be offered through authorized Lowrance dealers throughout the United States and Canada at suggested retail prices of US \$299 and \$349, respectively. To locate an authorized Lowrance dealer near you, and

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learn more about the Lowrance Mark-5x DSI models—as well as the entire Lowrance line of marine electronics—visit www.lowrance.com.

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Mark-5x DSI



Mark-5x DSI Portable

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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®. www.navico.com