FLW announces partnership extension with Lowrance

MINNEAPOLIS – FLW, the world’s leading tournament-fishing organization, announced that Lowrance®, a world-leading brand in marine electronics since 1957 and GPS navigational systems since 1992, has agreed to a long-term contract extension as the exclusive sonar and GPS equipment sponsor of FLW. Terms of the agreement were not disclosed.

“Lowrance continues to lead the industry with marine electronics that provide anglers the highest level of performance and innovation,” said Trish Blake, President, Marketing Division, FLW. “Their reputation as a global-leading consumer electronics company that puts the fisherman first clearly defines why they are considered the best in this sport. FLW is proud to be associated with Lowrance, and we look forward to further building upon an already successful partnership.”

As part of the agreement, Lowrance will retain exclusive exposure across all platforms of FLW, including its tournaments, multiple websites, magazines and various FLW events.

“Lowrance takes the lead in providing anglers with the best-performing and most innovative sonar and GPS tools on the market,” said Lowrance Director of Marketing Gordon Sprouse. “Partnering with the premier tournament-fishing organization brings our innovative products to millions of anglers across the country. We are proud to continue our long-term relationship, showcasing the best in marine electronics.”

The Lowrance brand is wholly owned by Navico, Inc. A privately held, international corporation, Navico is currently the world’s largest marine electronics company, and is the parent company to leading marine electronics brands: Lowrance, Simrad Yachting and B&G. Navico has approximately 1,500 employees globally and distribution in more than 100 countries worldwide.

ABOUT FLW

FLW is the industry’s premier tournament-fishing organization, providing unparalleled fishing resources and entertainment to our sponsors, fans and host communities. FLW is offering anglers of all skill levels the opportunity to compete for millions in prize money nationwide in 2012 over the course of 190 tournaments across five tournament circuits, each providing an avenue to the sport’s richest payday and most coveted championship trophy – the Forrest Wood Cup. FLW is committed to providing a lifestyle experience that is the “Best in Fishing, On and Off the Water,” through a variety of platforms including tournaments, outdoor expos and the world’s richest fantasy sports game – FLW Fantasy Fishing. For more information about FLW and FLW Fantasy Fishing, visit FLWOutdoors.com or FantasyFishing.com and look for FLW on Twitter and Facebook.