FOR IMMEDIATE RELEASE

Fishhound Catches Humminbird For Exclusive Deal

SHERMAN OAKS, CA., December 4, 2012 – Fishhound, www.fishhound.com, the fastest growing online fishing club, and Humminbird, the world’s leading manufacturer of premium fishing electronics, are pleased to announce that both parties have entered into a strategic partnership. Under the terms of the agreement Humminbird will serve as Fishhound’s exclusive fishing electronics partner.

In this capacity, legions of loyal Fishhound members—including nearly 400,000 Facebook friends—will have instant access to Humminbird products and information, along with the opportunity to build points to test the company’s products.

Fishhound’s Product Showcase allows fishing-related manufacturers and service providers to seed the market and leverage the promotional power of the Web and the “viral” qualities of social media to instantly reach hundreds of thousands of hardcore anglers. The field testing component of Fishhound’s Product Showcase already allows members to choose, test and review products from nearly 100 reputable brands, including Gary Yamamoto Custom Baits, Lindy, Carrot Stix, Snag Proof, Temple Fork Outfitters, Rat-L-Trap, and more.

Through Fishhound’s points-based Field Testing program, members will now be able to earn the opportunity to test Humminbird’s cutting-edge electronics. That, according to Fishhound Vice President of Operations Rick Patri, is huge. “Humminbird is speeding into the 21st Century of fishing. From their portable units all the way up to the biggest thing in fishing electronics – 360 Imaging – we’re excited to offer our members the latest and greatest fishing electronics and field testing opportunities,” says Patri.

Fishhound’s marketing platform significantly outperforms traditional TV and print advertising as well as banners at other high-traffic websites.

“When you command the attention of nearly 400,000 loyal fisherman who are eager to learn about or get their hands on our partner’s products, you can easily create earned

real-time fishing reports

Contact: Marc Malkin
Cell: (704) 999-3792
E-mail: malkinm@bellsouth.net
media that will generate more brand awareness than Humminbird could ever achieve with another partner,” said Patri. “Brand loyalty starts early and we’re creating huge numbers of loyal brand ambassadors that are sharing with the world why they love our partner’s products. These unbiased opinions from fellow anglers are much more believable and compelling than self-promoting ads featuring paid professional anglers.”

“We see this as a great opportunity to reach enthusiastic and engaged anglers,” says Humminbird brand manager Jeff Kolodzinski. “No other online fishing club can deliver what Fishhound can, so it was a no-brainer for us. What better way to instantly and repeatedly reach a half-million anglers, build real-world product feedback and continue to address the needs and wants of fishing enthusiasts across the country.”

To learn more about Fishhound.com’s Product Showcase and Field Testing Program, or to register for free as a Fishhound.com user, visit: www.fishhound.com. If you’d like to get your product front and center at Fishhound.com and create viral “buzz” among Fishhound Facebook fans through user field tests and testimonials, contact Program Manager John Loughlin, john@fishhound.com, or Director, Social Marketing, Dena Woerner, dena@fishhound.com.

About Fishhound.com

Fishhound is a thriving social network where anglers, manufactures, lodges, tackle shops and a variety of fishing related business interact with one another on a platform designed to leverage the viral nature of social media. With today’s changes in consumer buying patterns, Fishhound educates and influences the buying decisions of today’s social media savvy anglers by reaching millions of anglers per month. Sign up for free at http://www.fishhound.com/registration.

About Johnson Outdoors Marine Electronics

Johnson Outdoors Marine Electronics, Inc. consists of the Humminbird, LakeMaster, Minn Kota and Cannon brands. Humminbird® is a leading innovator and manufacturer of fishfinders, fishfinder/GPS combo units, ice flashers and digital depth gauges. LakeMaster® is the premier brand of high-definition electronic fishing charts. Minn Kota® is the world’s leading manufacturer of electric trolling motors, as well as offers a complete line of shallow water anchors, battery chargers and marine accessories. Cannon® is the leader in controlled-depth fishing and includes a full line of downrigger products and accessories.

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