VIAREGGIO, Italy (Mar. 22, 2010) – To coincide with its new product line introduction in Europe and Australia, Geonav® has launched a multi-language Web site for international boaters and dealers.

“We designed the Geonav site to reflect our new brand and at the same time provide important product and features information in several languages,” said Bruce Angus, business director for Geonav.

Visitors to www.geonavmarine.com will be able to receive information in Italian, German, French, Spanish or English. The site was designed for easy navigation and provides details on Geonav’s new full line of products, which include the G12 Multi-Function Display, GSC 110 Autopilot, GTX AIS Transceiver, HD Ethernet Radar and numerous marine electronics accessories.

In addition, the site includes details and specifications on such exclusive Geonav features as DualFuel™ Cartography and XD Sonar, standard on the new G12 Multi-Function Display.

“We already know consumers want to find out more about our DualFuel Cartography because it allows them to choose either Navionics® or C-MAP® by Jeppesen® charting software,” said Angus. “There is also a lot of interest in XD Sonar because it is the first time sonar has been offered built-in to this class of Multi-Function Display.”

An easy-to-use news room is available on the site for journalists seeking news releases and images for Geonav.

For more information visit www.geonavmarine.com, e-mail info@geonav.it or call +39 0584 4396700.

Johnson Outdoors Marine Electronics, Inc. consists of the Geonav, Humminbird, Minn Kota and Cannon brands. Geonav® is a manufacturer of high-quality, easy-to-use marine electronics products. Humminbird® is a leading innovator and manufacturer of fishfinders, fishfinder/GPS combo units, chartplotters, marine radios and digital depth gauges. Minn Kota® is the world’s leading manufacturer of electric trolling motors, as well as offers a complete line of battery chargers, Trim Tabs and marine accessories. Cannon® is the leader in controlled-depth fishing and includes a full line of downrigger products and accessories.