FOR IMMEDIATE RELEASE

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LOWRANCE LAUNCHES NEW WEBSITE
Redesigned Site Offers Simplified Navigation and Intuitive Access to Award-Winning Electronics Line

Tulsa, Okla. – Lowrance, a world-leading brand in marine electronics since 1957 and GPS navigational systems since 1992 – announced today the launch of its new website at www.lowrance.com. Greatly enhancing access to Lowrance’s award-winning product lineup, the new site makes it easy for customers to obtain product details and pricing, share product information with friends and quickly access support information, manuals and software updates.

Simple to navigate, the new Lowrance website allows customers to quickly identify electronics needs for their boats. Using intuitive drop-down menus, products can be sorted based on a desired on-the-water activity (e.g. fishing, cruising, paddlesports, etc.), product type or product series. Visitors can also opt to view all products and select various devices for side-by-side feature comparison. Individual product pages provide at-a-glance detail on key features, specifications, price, product imagery, related accessories and links to product-specific documentation. In addition, users can easily share information with popular social media networks or friends using one-click options for sharing content via Facebook, Twitter, Google+ and email.

“The enhanced design and functionality of our new Lowrance website make it easier than ever for the boating community to learn more about Lowrance electronics,” said Louis Chemi, chief operating officer, Navico Americas. “We have packed lowrance.com full of useful, simple-to-navigate content, tailored location-based information on retailers and events, and greatly enhanced our online support libraries..."
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to provide quick answers to our consumers’ questions. Searching for the latest products from Lowrance has never been easier.”

Offering quick access to specific information, the site’s new comprehensive search-engine function locates content with the click of a button. Results can be quickly filtered by type such as product information, documents, recent news and software, to name a few, or organized by name or latest content.

The new Lowrance.com provides the latest in online support, offering a compressive knowledge base containing answers to frequently asked questions. Visitors can search FAQ by product type, popular support articles, or quickly search for answers by entering specific questions, symptoms or keywords. Users can also provide feedback on the usefulness of support content.

Facilitating the purchase process, the new Lowrance website incorporates an enhanced Dealer Locator with integrated Google map functionality. Users can enter their zip code to easily find local retailers carrying Lowrance products. Search results provide a list of local dealers and installers, and display them on a map based on proximity to the user. An address, phone number and website link are provided for each business.

To check out the new website and get more information on the entire line of Lowrance marine electronics, please visit www.lowrance.com.

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About Lowrance: 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. www.navico.com