Lowrance continues Bassmaster Elite Series and B.A.S.S. Federation Nation Sponsorship

Marine electronics leader signs two-year sponsorship deal to extend its longstanding relationship with world-leading bass fishing tournament

Tulsa, Okla. & Celebration, Fla.—Lowrance—a world-leading brand in marine electronics since 1957 and GPS navigational systems since 1992—and B.A.S.S. LLC, the world authority on bass fishing, announced today that Lowrance will continue its sponsorship of B.A.S.S. and its prestigious tournaments through 2012.

The agreement states that Lowrance is a Supporting-Level Sponsor of the Bassmaster Elite Series and B.A.S.S. Federation Nation. Lowrance will also receive exhibit space at Bassmaster Elite Series events, opportunities for product demonstration and exposure across B.A.S.S. multimedia properties including Bassmaster Magazine, B.A.S.S. Times and Bassmaster.com.

"We are happy to extend our longstanding relationship with B.A.S.S.," said Louis Chemi, chief operating officer, Navico Americas. "Our award-winning High Definition Systems (HDS®), StructureScan™ sonar imaging and Broadband Radar™ set a new performance standard for tour competitors. As the clear leader for sonar and GPS systems for anglers, we look forwarding to continuing our support and bringing even more innovative technology to tournament participants ensuring them the greatest competitive advantage."

"B.A.S.S. is thrilled to continue its relationship with Lowrance," said Jerry McKinnis, an owner of B.A.S.S. "Lowrance has been a longtime partner and great supporter of B.A.S.S and its anglers."

For more information on Lowrance or its entire line of marine electronics, or to locate an authorized Lowrance dealer, please visit www.lowrance.com.

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 leading marine electronics brands: Lowrance, Simrad and B&G. Navico has approximately 1,500 employees globally and distribution in more than 100 countries worldwide. www.navico.com
About B.A.S.S.
For more than 40 years, B.A.S.S. has served as the authority on bass fishing. The organization advances the sport through advocacy, outreach and an expansive tournament structure while connecting directly with the passionate community of bass anglers through its Bassmaster media vehicles.

The Bassmaster brand and its multimedia platforms are guided by a mission to serve all fishing fans. Through its industry-leading publications—Bassmaster Magazine and B.A.S.S. Times—comprehensive website Bassmaster.com, ESPN2 and Outdoor Channel television programming, Bassmaster provides rich, leading-edge content true to the lifestyle.

The Bassmaster Tournament Trail includes the Bassmaster Elite Series, Bass Pro Shops Bassmaster Open Series, B.A.S.S. Federation Nation events presented by Yamaha and Skeeter Boats and the ultimate celebration of competitive fishing, the Bassmaster Classic.

B.A.S.S. offers an array of services to its more than 500,000 members and remains focused on issues related to conservation and water access. The organization is headquartered in Celebration, Fla.

2011 Bassmaster Elite Series Official Sponsors: Toyota, Bass Pro Shops, Berkley, Evan Williams Bourbon, Humminbird, Mercury, Minn Kota, Skeeter Boats, Triton Boats, Yamaha

2011 Bassmaster Elite Series Supporting Sponsors: Lowrance, Nitro Boats, Power-Pole, Ramada, Luck "E" Strike

2011 Bassmaster Federation Championship and Federation Divisional Championships Official Sponsors: Toyota, Berkley, Evan Williams Bourbon, Mercury, Skeeter Boats, Triton Boats, Yamaha