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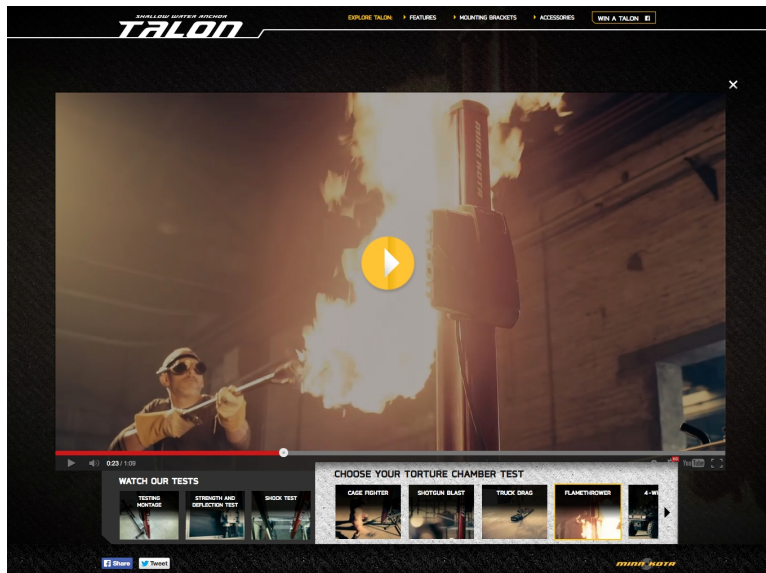
Minn Kota® Announces New Microsite to Showcase Talon Toughness

March 2014

Racine, WI – Minn Kota® has launched talontorturechamber.com, a microsite designed to allow anglers to witness for themselves how a Talon shallow water anchor is tested to stand up to a demanding day on the water.

“Talon was designed to endure the harshest environments an angler can find,” said Minn Kota/Talon Product Manager Brad Henry. “We want to invite anglers to experience how we test Talon in our lab, as well as subject it to extreme torture tests – then deploy the same Talon to prove it still works like new.”

Talon Torture Chamber allows viewers the opportunity to choose between various short video segments where we pit a Talon against flamethrowers, shotguns, cage fighters and more. See for yourself at talontorturechamber.com.



For more information, contact Minn Kota, P.O. Box 8129, Mankato, MN 56002, or call 800-227-6433.

Johnson Outdoors Marine Electronics, Inc. is a wholly owned subsidiary of Johnson Outdoors and consists of the Minn Kota®, Cannon® and Humminbird® brands. 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. Humminbird® is a leading global innovator and manufacturer of marine electronics products including fishfinders, multifunction displays, autopilots, ice flashers and premium cartography products.

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