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LOWRANCE DOMINATES TOP FINISHES AT BASSMASTER ELITE SERIES

Competitors Use HDS® and StructureScan™ Sonar Imaging to Win California and Virginia Events

Tulsa, Okla. – Lowrance, a world-leading brand in marine electronics since 1957 and GPS navigational systems since 1992, continues to be the choice of champions — as Lowrance-equipped anglers have won the first three Bassmaster Elite tournament events of 2010.

Earlier this week, Lowrance pro team member Skeet Reese won the Blue Ridge Brawl at Smith Mountain Lake in Huddleston, Va., by more than 14 pounds. Last month, John Crews won Duel in the Delta in Stockton, Calif., followed by Byron Velvick winning the Golden State Shootout on Clear Lake in Lakeport, Calif. All three Elite Series winners fished from boats exclusively equipped with Lowrance HDS multi-function displays, plus the add-on Lowrance StructureScan™ sonar imaging system.

In all three 2010 Elite Series tournaments, Lowrance continues to lead the way for each event's top anglers. In the Golden State Shootout and Duel in the Delta, nine of the top 12 anglers were competing exclusively with Lowrance marine electronics, while the top seven contenders at the Delta and top five at the Shootout relied on HDS with StructureScan sonar imaging systems. At Smith Mountain Lake's Blue Ridge Brawl seven of the top 12 finishers were equipped with Lowrance HDS, and six of those were also using StructureScan.

"Not too often does a tournament come together for a win by such a big margin," said Reese after his win at Smith Mountain Lake. "I depended on my HDS-10's to track waypoints and my StructureScan was crucial in locating fish. Lowrance definitely played a key role in my success in this tournament."

The Bassmaster Elite Series is considered one of the most prestigious bass fishing tournaments in the world, consisting of 10 events from March through July. In addition to championships awarded for each event, the anglers accumulate points toward qualifying for the 2011

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Bassmaster Classic, as well as the Bassmaster Angler Of The Year points race. After the first three Elite events, Reese leads the current Angler of the Year standings, followed by Greg Hackney, Dean Rojas and Edwin Evers — all Lowrance-equipped anglers.

For more information about Lowrance HDS, StructureScan imaging and the entire Lowrance product line, please visit www.lowrance.com, or call 1.800.324.1356 in the USA or 1.800.661.3983 in Canada.

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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 five well-established marine electronics brands: B&G®, Eagle®, Lowrance, Northstar and Simrad®.