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The Ice Fishing Flasher Goes Digital: Humminbird® Introduces New ICE Flasher Series™

EUFAULA, Ala. (July, 2008) – With three new models, Humminbird® introduces its first-ever line of ice fishing flashers – the ICE Flasher Series™. Designed specifically for serious ice fishermen, some models in the line have features never-before-seen in flashers, such as a 6-color fiber-optic display and a groundbreaking, exclusive LCD display.

Select models of the new ICE Flasher Series have an innovative LCD display that allows the flashers to automatically adjust the depth scale eliminating the guess work and estimation of depth scale overlay. Based on depth scales ranging from twenty to two hundred feet, the LCD display instantly shows an exact depth reading as a large easily visible number, rather than a tic mark.

“Prior to the ICE Flasher Series, LCD displays were unthinkable in extremely cold conditions,” commented Dale Logue, product manager for Humminbird. “Humminbird’s custom LCD screen is engineered for peak performance in temperatures as cold as 20 below zero (Fahrenheit).”

ICE Flashers are available in three models – ICE-35, ICE-45 and ICE-55. Both ICE-55 and ICE-45 feature Humminbird’s innovative LCD display. Unlike any other flasher, all three Humminbird flashers feature a fiber-optic flasher display for exceptional performance in any level of light. Additionally, the ICE-55 has a revolutionary 6-color display for increased detail of sonar returns.

“Rather than traditional 3-color displays, our 6-color display gives users a greater distinction between targets in the beam. Ice fishermen can use the ICE-55 to distinguish between a weed shelf, school of baitfish or a trophy fish,” said Logue, “but if they prefer a more traditional 3-color display, the flasher also has two, 3-color palette options.”

ICE-55 users will also notice the model’s unique purple target line. Ice fishermen can set the target line at a specific depth so they know exactly what depth they should lower their jig.

“The target line is a great feature when a school of fish comes through,” Logue expanded. “Users can mark the depth the school is at so they know where to lower their jig after each bite – even if the flasher isn’t marking a fish at that moment.”

Each ICE model features a dual beam transducer (selectable 9 or 19 degrees) that allows the flashers to double the view of a specific depth range in the water column. Other flashers only allow users to zoom in on the very bottom section of the water column. When ice fishermen press the zoom key, two tic marks bracket the area to be zoomed by 2x on the flasher display.

The suggested retail prices for the new ICE Series models, available to consumers in September of 2008, range from \$299.99 to \$499.99.

For more information contact Humminbird, 678 Humminbird Lane, Eufaula, AL 36027, or call the Consumer Resource Center at (800) 633-1468 or visit www.humminbird.com.

The Marine Electronics Group of Johnson Outdoors Inc. consists of the Humminbird, Minn Kota and Cannon brands. Humminbird® is a leading innovator and manufacturer of fishfinders, fishfinder/GPS combo units, chartplotters, marine radios and digital depth gauges. Products in the Humminbird line include 1100 Series™, 900 Series™, 700 Series™, Matrix® Series, 500 Series™, 300 Series™, Fishin’ Buddy™, PiranhaMax™, SmartCast™ and ICE Series™. 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. Trolling motors include Terrova™, PowerDrive™ V2, Fortrex™, Maxxum®, Edge, Vantage®, Vector™ 3X, Traxxis™, Endura™, Riptide®, Riptide SF, Riptide ST, Riptide SP, Engine Mount, E-Drive and Trim-N-Troll™ models. Cannon® is the leader in controlled-depth fishing and includes a full line of downrigger products and accessories. Downriggers include Digi-Troll™, Magnum, Uni-Troll™, Easi-Troll™, Lake-Troll and Mini-Troll™.

ICE-55 Flasher

Features/Specifications

- Patent-pending backlit LCD display
- 4 depth scales in manual mode: 20', 40', 80', 200'
- 7 depth scales in auto mode: 20', 40', 60', 80', 100', 120', 200'
- Exclusive 6-color fiber-optic flasher display delivers excellent readability in sunlight
- 2400 watts peak-to-peak power
- 10-step interference rejection
- 6 backlit keypad control button:
 - Zoom
 - Gain
 - Noise
 - Beam
 - Target cursor (gives depth at cursor)
 - Color (3 palette settings: Vexilar, Marcum and Humminbird 6-color)
- Dual Beam Transducer
 - 455 kHz/ 19°
 - 240 kHz/ 9°
- Battery voltage indicator on LCD
- "Shuttle" mount w/built-in gimbal bracket
- Soft sided carrying bag
- 9AH battery w/charger
- 2-year warranty

MSRP: \$499.99

ICE-45 Flasher

Features/Specifications

- Patent-pending backlit LCD display
- 4 depth scales in manual mode: 20', 40', 80', 200'
- 7 depth scales in auto mode: 20', 40', 60', 80', 100', 120', 200'
- 3-color fiber-optic flasher display delivers excellent readability in sunlight
- 1800 watts peak-to-peak power
- 10-step interference rejection
- 4 backlit keypad control button:
 - Zoom
 - Gain
 - Noise
 - Beam
- Dual Beam Transducer
 - 455 kHz/ 19°
 - 240 kHz/ 9°
- Battery voltage indicator on LCD
- "Shuttle" mount w/built-in gimbal bracket
- Soft sided carrying bag
- 7AH battery w/charger
- 2-year warranty

MSRP: \$399.99

ICE-35 Flasher

Features/Specifications

- 3-color fiber-optic flasher display with overlay depth scale delivers excellent readability in sunlight
- 800 watts peak-to-peak power
- 10-step interference rejection
- 4 depth scales: 20', 40', 80', 200'
- 4 keypad control button:
 - Zoom
 - Gain
 - Noise
 - Beam
- Dual Beam Transducer
 - 455 kHz/ 19°
 - 240 kHz/ 9°
- Battery status indicator
- "Shuttle" mount w/built-in gimbal bracket
- 7AH battery w/charger
- 2-year warranty

MSRP: \$299.99