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FOR IMMEDIATE RELEASE

Humminbird® Introduces New High Accuracy GPS Receiver:
First Ever Marine GPS to Offer Positioning Within One Meter

EUFAULA, Ala. (July, 2008) – Committed to offering state-of-the-art technology that helps anglers catch more fish, Humminbird’s new high accuracy GPS receiver provides users with the most precise positioning ever offered.

The new AS GR HA receiver is the first and only marine GPS+WAAS receiver to provide position accuracy to less than one meter without the need to purchase supporting equipment.

“Serious anglers rely on technology more than ever to accurately mark productive locations, identify dangerous areas and navigate safely, even at night ” stated John Luther, product manager for Humminbird. “Our new high accuracy GPS receiver will allow anglers who seek the ultimate in position accuracy the ability to enjoy waypoint repeatability and trackline precision better than ever before.”

The AS GR HA receiver is sold as a Fishing System accessory, designed as a drop-in upgrade compatible with Humminbird’s 700, 900 and 1100 series’ of GPS combos and chartplotters. Additionally, the new receiver requires no changes to the unit’s software.

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.

(more)

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 SF, Riptide®, 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™.

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**High Accuracy GPS Receiver (AS GRHA)
(Available to consumers January, 2009)**

Features/Specifications

- Sub-meter position accuracy
- Drop-In replacement for AS GR 16 module
- No changes to control head software

<i>Accuracy (m) *</i>	Standard	High Accuracy
CEP (50%)	2.0	0.9
95% (Garmin)	4.0	1.8

MSRP: \$199.99