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FOR IMMEDIATE RELEASE

With Humminbird®'s New PiranhaMAX™ Fishfinders High Tech Is Very Affordable

EUFAULA, Ala. (July 2006) – Humminbird® is introducing a new line of PiranhaMAX™ one-touch fishfinders offering high tech sonar, including 90 degree Tri Beam and wireless remote sonar, and high-resolution grayscale screens, at very affordable prices.

“Our new PiranhaMAX models for 2007 are a great value for anglers seeking a high-performing fishfinder without a big expense,” Humminbird Senior Global Product Manager Darrell Watt said. “We are excited to offer state-of-the-art technology such as the Tri Beam sonar in an entry level product line. All anglers, regardless of their budgets can benefit from Humminbird’s advanced sonar capabilities.”

Top-of-the-line PiranhaMAX models feature a high-definition, 4-inch, 240 vertical pixel screen, with 8-level inverse grayscale technology, while the entry models feature a 160 vertical pixel screen with 4 level grayscale. All models feature easy-to-use operation that lets the angler just power the unit on and fish with no hassles.

Anglers can choose from PiranhaMAX models with Tri Beam, Dual Beam and Single Beam, or combined with Humminbird’s SmartCast® Wireless Sonar.

Tri Beam provides directional fishfinding that indicates whether fish are to the left, right or below the boat. Tri Beam sonar also offers an exceptionally wide view of the bottom by combining a 20 degree down-looking beam and two 35 degree beams for total 90 degree coverage. Fish in the narrow beam appear as solid symbols, while the fish in the outside beams appear as outline symbols, pointing either right or left to indicate which side of the boat they are located. Total coverage for fish is equal to twice the depth, so anglers see an area much wider with Tri Beam.

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(add one)

Dual Beam offers much wider coverage for fish than single beam systems, and lets you know whether the fish are directly below or dispersed around the boat. Dual Beam sonar combines a high-definition 20 degree down-looking beam, with a wider scanning 60 degree beam that looks for fish. Fish in the narrow beam appear as solid symbols, while fish in the wider beam appear as outline symbols. Total bottom coverage is equal to the depth, which provides three times the coverage of single beam models.

Single Beam sonar utilizes Humminbird's 20 degree @-10db beam that provides better definition of structure and bottom composition. Total bottom coverage is equal to one-third the depth.

Depending on the model, PiranhaMAX units have maximum depth capability of 800 feet to 600 feet and offer power at 1,600 watts peak-to-peak (200 watts RMS) or 800 watts peak-to-peak (100 watts RMS). All models include temperature built into the transducer.

Select PiranhaMAX models are offered in a portable configuration with a hardshell carrying case and suction cup transducer. The unique PiranhaMAX 230 Portable (PT) combines traditional fishfinding with revolutionary SmartCast wireless sonar to locate fish anywhere it can be cast, whether fishing from the dock, bank or boat.

The Manufacturers Suggested Retail Prices for the new PiranhaMAX models range from \$79 to \$199. New models available January 2007.

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.

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 900 Series™, 700 Series™, 300 Series™, Matrix® Series, 500 Series™, PiranhaMax™ and SmartCast™. Humminbird branded products are manufactured and marketed by the Marine Electronics Group of Johnson Outdoors Inc., headquartered in Racine, Wis.

PiranhaMAX 240

Key Features:

- 240V x 160H high contrast 4" diagonal LCD display
- Tri Beam locates fish to the left, right and below the boat
- Selective Fish ID+™ shows fish in wide beam as outlined symbols as well as the orientation to the boat, and fish in narrow beam as solid symbols
- 1600 watts peak-to-peak, 200 watts RMS power output, 2 1/2" target separation
- 8-level grayscale delivers a clearly better image of bottom, fish and structure
- Swivel mount adjusts for optimum viewing from anywhere on the boat
- Easy One-Touch™ control accesses full set of advanced features
- Reliable performance from shallow to 800 feet

Specifications

Display:	240V x 160H, 4" diagonal, 8-level grayscale, high-contrast FSTN LCD
Transducer standard:	Tri Beam
Transducer coverage(s):	20° & (2) 35° @ -10db; 90° of total coverage
Operating frequency(s):	200 & 455 kHz
Power output:	1,600 watts peak-to-peak, 200 watts RMS
Depth capability:	800 feet
Target separation:	2 1/2"
Temperature:	Included in transducer
Speed:	Not capable
Power input:	10-20 VDC
Unit mounting:	Tilting and swiveling gimbal mount
Unit size installed (gimbal):	4 3/8" W x 6 1/8" H x 3 1/4"D
Transducer mounting:	Transom standard; optional trolling motor, puck or thru hulls available

MSRP: \$139

PiranhaMAX 230 Portable

Key Features:

- Traditional 20° Single Beam sonar with 1600 Watts Peak-to-Peak, 200 Watts RMS power output and depth to 800 feet
- SmartCast 90° single beam wireless sonar with operating range to 100 feet and depth capability to 120 ft.
- SmartCast® Advanced Remote Sonar Sensor with 4 level grayscale sonar, water temperature and programmable light for night fishing
- Rugged portable model with case, carry handle, transducer cable wrap and non-skid bottom
- Operates on 8 AA Alkaline batteries
- 240V x 160H high contrast 4 1/4" diagonal LCD display
- Suction cup transducer mounts on most smooth surface wood, fiberglass and aluminum hulls
- Water surface temperature included in transducer

Specifications

Display:	240V x 160H, 4" diagonal, 8 level grayscale, high-contrast FSTN LCD
Transducer standard:	Dual Beam
Wireless Transducer:	Single Beam
Transducer coverage(s):	20° & 60° @ -10db
Wireless transducer coverage	90° @ -10db
Operating frequency(s):	200 kHz
Wireless operating frequency(s):	125 kHz
Power output:	1,600 watts peak-to-peak, 200 watts RMS
Depth capability:	800 feet
Wireless depth capability:	120 feet
Target separation:	2 1/2"
Temperature:	Included in transducer
Speed:	Not capable
Power input:	10-20 VDC
Unit mounting:	Portable case
Transducer mounting:	Suction cup

MSRP: \$199

PiranhaMAX 220

Key Features:

- 240V x 160H high contrast 4" diagonal LCD display
- Dual Beam sonar provides wide 60° beam for Fish ID+ and precision 20° degree beam for better bottom detail
- Selective Fish ID+™ shows fish in wide beam as outlined symbols, and fish in narrow beam as solid symbols
- True 8-level grayscale delivers a clearly better image of bottom, fish and structure
- Swivel mount adjusts for optimum viewing from anywhere on the boat
- Easy One-Touch™ control accesses full set of advanced features
- 1600 watts peak-to-peak, 200 watts RMS power output 2 1/2" target separation
- Reliable performance from shallow to 800 feet

Specifications

Display:	240V x 160H; 4" diagonal, 8-level grayscale, high-contrast FSTN LCD
Transducer standard:	Dual Beam
Transducer coverage(s):	20° & 60° @ -10db
Operating frequency(s):	200 and 83 kHz
Power output:	1,600 watts peak-to-peak, 200 watts RMS
Depth capability:	800 feet
Target separation:	2 1/2"
Temperature:	Included in transducer
Speed:	Not capable
Power input:	10-20 VDC
Unit mounting:	Tilting and swiveling gimbal mount
Unit Size Installed (gimbal):	4 3/8" W x 6 1/8"H x 3 1/4"D
Transducer mounting:	Transom standard; optional trolling motor, puck or thru hulls available

MSRP: \$99

PiranhaMAX 215

Key Features:

- 160V x 132H high contrast 4" diagonal LCD display
- Dual Beam sonar provides wide 60° beam for Fish ID+ and precision 20° beam for better bottom detail
- Selective Fish ID+™ shows fish in wide beam as outlined symbols, and fish in narrow beam as solid symbols
- True 4-level grayscale delivers a clearly better image of bottom, fish and structure
- Easy One-Touch™ control accesses full set of advanced features
- 800 Watts Peak-to-Peak, 100 Watts RMS power output, 2 1/2" target separation
- Reliable performance from shallow to 600 feet
- Water surface temperature included in transducer

Specifications

Display:	160V x 132H; 4" diagonal, 4-level grayscale LCD
Transducer standard:	Dual Beam
Transducer coverage(s):	20° & 60° @ -10db
Operating frequency(s):	200 and 83 kHz
Power output:	800 watts peak-to-peak, 100 watts RMS
Depth capability:	600 feet
Target separation:	2 1/2"
Temperature:	Included in transducer
Speed:	Not capable
Power input:	10-20 VDC
Unit mounting:	Tilting gimbal mount
Unit size installed (gimbal):	4 3/8" W x 6 1/8" H x 3 1/4" D
Transducer mounting:	Transom standard; optional trolling motor, puck or thru hulls available

MSRP: \$89

PiranhaMAX 210

Key Features:

- 160V x 132H high-contrast 4" diagonal LCD display
- True 4-level grayscale delivers a clearly better image of bottom, fish and structure
- Easy One-Touch™ control accesses full set of advanced features
- 200 kHz , 20° Single Beam sonar delivers better bottom detail
- 800 Watts Peak-to-Peak, 100 Watts RMS power output, 2 1/2" target separation
- Ultra-compact size mounts almost anywhere
- Reliable performance from shallow to 600 feet
- Water surface temperature included in transducer

Specifications

Display:	160V x 132H; 4" diagonal, 4-level grayscale LCD
Transducer standard:	Single Beam
Transducer coverage(s):	20° @ -10db
Operating frequency(s):	200 kHz
Power output:	800 watts peak-to-peak, 100 watts RMS
Depth capability:	600 feet
Target separation:	2 1/2"
Temperature:	Included in transducer
Speed:	Not capable
Power input:	10-20 VDC
Unit mounting:	Tilting gimbal mount
Unit size installed (gimbal):	4 3/8" W x 6 1/8" H x 3 1/4"D
Transducer mounting:	Transom standard; optional trolling motor, puck or thru hulls available

MSRP: \$79

PiranhaMAX 210 Portable

Key Features:

- 160V x 132H high-contrast 4" diagonal LCD display
- True 4-level grayscale delivers a clearly better image of bottom, fish and structure
- Easy One-Touch™ control accesses full set of advanced features
- 200 kHz , 20° Single Beam sonar delivers better bottom detail
- 800 watts peak-to-peak, 100 watts RMS power output, 2 1/2" target separation
- Reliable performance from shallow to 600 feet
- Rugged portable model with case, carry handle, transducer cable wrap and non-skid bottom
- Operates on 8 AA Alkaline Batteries
- Suction cup transducer mounts on most smooth surface wood, fiberglass and aluminum hulls
- Water surface temperature included in transducer

Specifications

Display:	160V x 132H; 4" diagonal, 4-level grayscale LCD
Transducer:	Standard: Single Beam
Transducer coverage(s):	20° @ -10db
Operating frequency(s):	200 kHz
Power output:	800 watts peak-to-peak, 100 Watts RMS
Depth capability:	600 feet
Target separation:	2 1/2"
Temperature:	Included in transducer
Speed:	Not capable
Power input:	10-20 VDC
Unit mounting:	Portable case
Transducer mounting:	Suction cup

MSRP: \$119

PiranhaMAX 215 Portable

Key Features:

- 160V x 132H high contrast 4" diagonal LCD display
- True 4-level grayscale delivers a clearly better image of bottom, fish and structure
- Dual Beam sonar provides wide 60° beam for Fish ID+ and precision 20° beam for better bottom detail
- Selective Fish ID+™ shows fish in wide beam as outlined symbols, and fish in narrow beam as solid symbols
- Easy One-Touch™ control accesses full set of advanced features
- 800 watts peak-to-peak, 100 watts RMS power output, 2 1/2" target separation
- Reliable performance from shallow to 600 feet
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Operating frequency(s):	200 and 83 kHz
Power output:	800 watts peak-to-peak, 100 Watts RMS
Depth capability:	600 feet
Target separation:	2 1/2"
Temperature:	Included in transducer
Speed:	Not capable
Power input:	10-20 VDC
Unit mounting:	Portable case
Transducer mounting:	Suction cup

MSRP: \$129