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**FOR IMMEDIATE RELEASE**

**The Dean of Outdoor Writers, Homer Circle, Named  
2008 Samuel C. Johnson Fishing Journalist of the Year**

**LAS VEGAS, Nev. (July 17, 2008)** - Known to legions of fans for many decades as "Uncle Homer," legendary fishing writer Homer Circle has been named the 2008 Samuel C. Johnson Fishing Journalist of the Year. Circle was honored at a July 17th luncheon during the 2008 International Convention of Allied Sportfishing Trades (ICAST) in Las Vegas. The award is sponsored by Minn Kota<sup>®</sup>, Humminbird<sup>®</sup> and Cannon<sup>®</sup> in honor of Mr. Samuel C. Johnson, a pioneer in the fishing industry and a legendary corporate environmentalist.

Circle was selected by a panel of judges based on his contributions to the fishing industry in the fields of journalism, conservation and philanthropic leadership. With a career that has spanned more than 50 years, Circle continues to write a regular column for nationally known *Bassmaster* magazine. Considered as one of the pioneers in his field, Circle served 35 years as angling editor for *Sports Afield* and was part of some of the very first TV programs dedicated to bass fishing. This award is one in a long line of recognitions for Circle who is a member of the International Game Fish Association, National Freshwater Fishing and the Pro Bass Fishing Halls of Fame.

The award's namesake is the late Samuel C. Johnson who grew a small Midwestern wax company into a family of four different market-leading, global enterprises, with combined annual revenues of nearly \$10 billion, including: SC Johnson, makers of Pledge<sup>®</sup> and Ziploc<sup>®</sup>; Johnson Diversey, the world's second largest commercial cleaning products company; and Johnson Financial Group, which is among the five largest privately owned community banks in the United States. Sam founded Johnson Outdoors over 35 years ago driven by his love of the outdoors, his passion for the environment and his entrepreneurial spirit of adventure.

As part of the Samuel C. Johnson Fishing Journalist of the Year award program, a \$5,000 conservation grant is being presented in Circle's name. The recipient of the grant is FishAmerica Foundation which unites the sportfishing industry with conservation groups, government natural resource agencies, corporations, and charitable foundations to invest in fish and habitat conservation and research across the country.

Past recipients of the award include longtime fishing editor for *Outdoor Life*, Jerry Gibbs, and co-founder of *In-Fisherman* magazine and TV show, Al Lindner.

The Marine Electronics Group of Johnson Outdoors Inc. consists of the Minn Kota, Humminbird and Cannon brands. 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. 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™. 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™.

