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FOR IMMEDIATE RELEASE

Humminbird® to Bring XM® Satellite Radio's Real-Time XM NavWeather™ Service to Anglers

EUFAULA, Ala. (July, 2008) – Humminbird® has partnered with XM® Satellite Radio to bring freshwater anglers the most current weather and radar images directly from their GPS chartplotter or fishfinder/GPS combination unit.

Humminbird's new AS WX 1 weather accessory provides anglers with access to continually updating weather conditions from the XM NavWeather™ service. Compatible with color screen models of Humminbird's 700, 900 and 1100 series GPS combo units, anglers can now view current radar images spanning the country.

XM NavWeather™ uses sophisticated Threat Matrix™ technology to track nationwide weather information for more than 20 different weather conditions, including precipitation, wind, lightning and full forecasts for more than 150 cities across the country, then scales and customizes this detail to the angler's specific location.

“Almost every serious angler has had a day on the lake ruined by an unexpected storm,” said John Luther, product manager for Humminbird. “For the first time, inland anglers can have up-to-the-minute weather information at their fingertips. With a radar summary image continuously updating, they can maximize their time on the water.”

Users subscribe to the service for \$9.95 per month, plus a one-time \$14.99 activation fee. Since use of the AS WX 1 tends to be seasonal, a flexible subscription plan is available to anglers wishing to pay only for months the service is used. Suggested retail price for the Humminbird AS WX 1 satellite receiver accessory needed to receive the service is \$249.99 and available to consumers beginning in January of 2009.

(more)

Humminbird AS WX 1 (Available to consumers Jan., 2009)

- Satellite receiver allows access to XM NavWeather™ service
- Compatible with color screen models of Humminbird's 700, 900 and 1100 series GPS combo and chartplotter units
- Suggested retail price: \$249.99

XM NavWeather™ Service

- Flexible subscription plan means users pay only for the months they use the service
- XM NavWeather service utilizes real-time, dynamic data
- XM subscription based service (\$9.95 per month plus one time \$14.99 activation fee)
- Easy to read, detailed graphical weather overlaid on the chart screen
- Alerts user of atmospheric conditions including rain, sleet, snow, wind, fog precipitation intensity and lightning.
- Continuous Image Update shows changing conditions for the most accurate inland weather details
- Displays National Weather Service warnings
- Displays 3-day city weather forecasts for over 150 U.S. cities
- Canada data not included with XM NavWeather™ service
- U.S. inland weather coverage only:
 - Includes Great Lakes coverage in U.S. Territorial Waters
 - Not for in-shore or off-shore saltwater use

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™.