

**FOR IMMEDIATE RELEASE**

**Humminbird® Expands Innovative Sonar Offerings  
With the Addition of Down Imaging™**

*Highly Popular "Side-to-Side" Picture-Like View Now Includes View Below the Boat*

**EUFAULA, Ala. (Sept. 28, 2009)** - Expanding on an impressive list of sonar capabilities, Humminbird® announces the addition of Down Imaging™ Sonar to its groundbreaking Side Imaging® technology.

"Humminbird's goal continues to be to provide anglers with the most innovative technology and Down Imaging is the next step in that process," said Dale Logue, product manager for Humminbird. "Adding Down Imaging to Side Imaging, and our new SwitchFire™ Traditional Sonar, the opportunity to find highly productive fishing spots is unprecedented."

Like Humminbird's innovative Side Imaging Sonar, which revolutionized the marine electronics industry, Down Imaging presents picture-like images of the bottom. Down Imaging views are focused directly beneath the angler's boat, giving a detailed look at structure and the water column. Down Imaging and Side Imaging together give anglers an incredibly detailed, full 180° view of the bottom.

Split-screen viewing options provide the ability to view Side Imaging, Down Imaging and SwitchFire Sonar separately, in groups of two, or all three at once.

"Humminbird created an entirely new category with Side Imaging, and now Down Imaging uses that same technology to give anglers an advantage like no other," said Logue.

A free software upgrade to add Down Imaging will be available in January to current owners of Humminbird models with Side Imaging (except 797c2 SI) by simply registering their product at [Humminbird.com](http://Humminbird.com). No new hardware or transducer is required. All new Side Imaging models (998c SI and 898c SI) come standard with Down Imaging capabilities, with existing models (1197c SI and 798c SI) adding the feature as a running change in 2010.

For more information visit [humminbird.com](http://humminbird.com), contact Humminbird, 678 Humminbird Lane, Eufaula, AL 36027, or call 800-633-1468.

Johnson Outdoors Marine Electronics LLC 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. 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. Cannon® is the leader in controlled-depth fishing and includes a full line of downrigger products and accessories.

