



FOR IMMEDIATE RELEASE:
March 4, 2010

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SIMRAD YACHTING LAUNCHES SPRING SALES EVENT

*Marine Electronics Leader Kicks Off Cash-Rebate Promotion Offering More Than \$800 in Savings
On Its Most Popular Products*

TULSA, OKLA., – Simrad Yachting, the market leader in marine electronics for recreational boating, announced today a limited-time Spring Sales Event promotion that provides cash rebates on its most popular products. Beginning March 1, 2010 through May 31, 2010, consumers who purchase qualified Simrad Yachting marine electronics from an authorized dealer will receive the following cash rebates:

<i>Eligible Products</i>	<i>Rebate Amount</i>
• NSE12 12" Multifunction Display System	\$150
• NSE8 8" Multifunction Display System	\$100
• NX40 8" Display with Echo Sounder	\$50
• AP24/28 Autopilots with AC12/42 Computer	\$100
• GS15 GPS Antenna	\$50
• BR24 Broadband Radar™	\$100
• 6kW/10kW/25kW HD Digital Array Radar	\$200
• BSM-1 Broadband Sounder™	\$75
• WM-2 SIRIUS® Weather Receiver	\$75
• RPU80/160/300 and HLD 350/2000 Hydraulic Drives	\$100
• WR20 Remote Commander	\$50
• IS20 Wind, Graphic or Combi Instruments	\$35

"This extensive promotion provides the opportunity for significant savings on leading Simrad Yachting navigation systems, autopilots, pilot drives and instruments," said Louis Chemi, chief operating officer, Navico Americas. "Our rebate program makes it possible for a greater number

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of boaters to upgrade their existing electronics to the newest cutting-edge technology, or to experience, for the first time, our award-winning innovations.”

Simrad Yachting Spring Sales Event rebates are only available on purchases made in the United States, Canada and Puerto Rico. Rebate forms are available from authorized dealers, or by download from www.simrad-yachting.com/timeforanupgrade/us/. Purchases on eligible marine electronics made beginning February 8, 2010 will also be honored as part of the event. Rebate claims must be mailed no later than June 30, 2010 along with a copy of the dated receipt and the original bar code from the product box. For more information on the limited-time, Simrad Yachting Spring Sales Event promotion, qualified products or the entire line of Simrad Yachting branded professional-grade marine electronics, please visit www.simrad-yachting.com.

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About Simrad Yachting:

The Simrad Yachting brand is wholly owned by Navico, Inc., a privately held, international marine electronics company. Navico is the world's largest marine electronics company, and is the parent company to five well-established marine electronics brands: B&G®, Eagle®, Lowrance®, Northstar™ and Simrad®. www.navico.com