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FOR IMMEDIATE RELEASE

Humminbird® and Cannon® Partner to Give Anglers Remote Control of Downriggers from Fishing Systems

EUFAULA, Ala. (June 2005) – Two of the most trusted names in fishing, Humminbird® and Cannon®, have partnered to develop a system to control multiple downriggers from one fishing system.

The CannonLink™ System Module from Humminbird allows an angler to control up to six Cannon Mag20 DT or Mag20 DT/HS downriggers from one central 900™ Series, 700™ Series, or Matrix Series™ Fishing System.

“The advantages anglers will receive from the system are dramatic,” said Darrell Watt, Humminbird senior global product manager. “For instance, a charter captain could easily operate the downriggers individually or simultaneously from the console while others rig lines and enjoy fishing.”

When the system is incorporated with the Cannon Speed-N-Temp Sensor, anglers can view sonar, temperature at depth, clarity information and position downriggers to the optimal depth, increasing the catch.

Other benefits of the CannonLink System Module include:

- Automatically deploy or retrieve downriggers from any Humminbird Fishing System
- Set the downrigger operation to Manual for complete control, Bottom Track to maintain distance off the bottom or Cycle to continuously move the downriggers between two depths
- Monitor the downrigger depth and operation graphically on-screen combined with the sonar graph

The Suggested Retail Price for CannonLink is \$199.99.

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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, marine radios and digital depth gauges. Products in the Humminbird line include 900 Series™, 700 Series™, 300 Series™, Matrix™, 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.