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## **HUMMINBIRD® PARTNERS WITH XM® RADIO TO BRING BARON'S THREAT MATRIX™ TECHNOLOGY ONBOARD**

*Threat Matrix Technology Continues Partnership and Marine Industry Growth*

**September 2, 2008, HUNTSVILLE, Ala.** -- Baron Services announced today that Humminbird®, a leading innovator and manufacturer of marine electronics, will offer fresh water anglers localized, site-specific weather information by utilizing Baron's sophisticated Threat Matrix™ technology as part of the NavWeather™ service from XM®. Threat Matrix, an innovative technology exclusively from Baron Services, has continued to gain acceptance from industry-leading partners like Acura, Bushnell® and now Humminbird, a division of Johnson Outdoors, Inc.

Technology developed by Baron Services for its Baron Mobile Division, Threat Matrix pinpoints adverse weather conditions down to the user's precise locations including lightning, rain, sleet, snow, wind, fog and more. With three-day weather forecasts for more than 150 cities across the United States, and National Weather Service watches and warnings, anglers will have increased situational awareness while maximizing their time on the water.

Available in January 2009, Humminbird's new AS WX 1 weather accessory provides anglers with access to continually updated weather conditions from XM NavWeather.

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The satellite receiver, compatible with most color screen models of Humminbird's 700, 900 and 1100 series GPS combo and chartplotter units, provides anglers with up-to-the-minute weather conditions across the country.

“Whether fishing professionally or for pleasure, this type of weather detection technology is essential,” said Bob Baron, president and CEO of Baron Services. “With Humminbird's new AS WX 1 satellite weather receiver and Baron's Threat Matrix technology, inland anglers will have access to real-time weather conditions enabling them to make the best use of their time on the water.”

Users subscribe to the XM NavWeather 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.

Additionally, XM and Baron Services are partners in the award-winning XM WX Satellite Weather service that provides real-time weather information direct to aircraft cockpits, marine navionics instruments and ground-based emergency responders. XM NavWeather builds upon this success, providing a clear consumer-friendly interpretation of weather data.

For more information on Humminbird, please visit [www.humminbird.com](http://www.humminbird.com). For more information on Baron Services, please visit [www.baronservices.com](http://www.baronservices.com).

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### **About Baron Services**

Baron Services is a pioneer in sophisticated weather analysis, and a globally recognized industry leader in delivering technology for the communication of significant weather events. Its patented and patent-pending Threat Matrix technology is one of many weather solutions offered by the company, which holds numerous technology patents for weather systems engineered to save lives and property. Operating primarily from Huntsville,

Alabama, with offices in Oklahoma, North Carolina and Florida, Baron Services includes five specialized divisions, each responsible for innovations as diverse as cutting-edge radar systems, advanced forecast modeling, mobile weather analysis and localized weather displays, that continue to advance the science of meteorology worldwide. Befitting an organization adept at innovation, the company has installed all broadcast dual-polarimetric radars in the world to date.

Threat Matrix is a trademark of Baron Services, Inc.

### **About Humminbird**

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™, Matrix® Series, 500 Series™, 300 Series™, Fishin' Buddy™, PiranhaMax™, SmartCast™ and ICE Series™. Minn Kota is the World's leading manufacturer of electronic 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™.