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FOR IMMEDIATE RELEASE

Minn Kota® Goes Camo, Adds New Design Option for Talon Anchor

RACINE, Wis. (July 2014) – Minn Kota® is giving a new look to Talon, its shallow water anchor with a reputation for durability. Starting in Fall 2014, the Talon line will include a new camouflage design featuring the Realtree® MAX-5® pattern, one of the most popular waterfowl patterns on the market.

"All of the features and innovations built into the Minn Kota Talon have made it the shallow water anchor of choice," Minn Kota Product Manager Brad Henry said. "We have continued our tradition of providing consumers the very best in quality and design by partnering with Realtree for their amazingly realistic MAX-5 pattern."

The new camo pattern will be available on 10- and 12-foot Talon models with a manufacturer's suggested retail price starting at $2,049.99.

Talon's new camo design makes the quietest and strongest anchor on the water stand out while blending in. To see how Talon holds up to rigorous testing against flamethrowers, shotguns, cage fighters and more, visit the Talon Torture Chamber at talontorturechamber.com.

For more information, visit minnkotamotors.com, contact Minn Kota, P.O. Box 8129, Mankato, MN 56002, or call 800-227-6433.

Johnson Outdoors Marine Electronics, Inc. is a wholly owned subsidiary of Johnson Outdoors and consists of the Minn Kota®, Cannon® and Humminbird® brands. Minn Kota® is the world's leading manufacturer of electric trolling motors, as well as offers a complete line of shallow water anchors, battery chargers and marine accessories. Cannon® is the leader in controlled-depth fishing and includes a full line of downrigger products and accessories. Humminbird® is a leading global innovator and manufacturer of marine electronics products including fishfinders, multifunction displays, autopilots, ice flashers and premium cartography products.