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Johnson Outdoors Marine Electronics, Inc. Partners with Channel IQ to Manage Online Pricing

*Global Leader in fishing electronics supports authorized
online dealer network with online price monitoring*

Chicago, IL — March 11, 2013 — Channel IQ, the world’s leading provider of [online retail business intelligence](#), [brand protection](#), and [channel management software](#) applications announced today that [Johnson Outdoors Marine Electronics, Inc.](#), has chosen the Channel IQ platform to monitor their pricing policy across their online channels with pricing guidelines for select products. This will permit their valued network of authorized dealers to price competitively, and allow dealers to obtain a sufficient profit margin to offer the service, advertising, promotional, and other support that is necessary and desirable in connection with Johnson Outdoors Marine Electronics’ new and advanced technologies and products. This partnership provides an unparalleled view into pricing across all retailers selling their products, allowing quick reaction to unauthorized resellers in the online marketplace.

Building on one of the Company’s founding principles to always “Do the right thing”; Johnson Outdoors Marine Electronics is reinforcing their commitment to their valuable network of authorized dealers by utilizing Channel IQ’s industry leading retail price monitoring solution.

“A pricing policy is an integral component of a manufacturer’s strategic dealer program covering the sales of a product line where advertising guidelines are used to help maintain a brand’s positioning and value in the marketplace.” said David Duffin, Director of Sales for Johnson Outdoors Marine Electronics. “While many manufacturers collect price monitoring information internally or from third parties, the data is often delayed, depriving manufacturers of necessary online pricing visibility. Deep, real-time visibility into all online sales channels is required in order to spot unauthorized discounting in advertisements and grey market sales.”

“Channel IQ is proud to have been chosen by Johnson Outdoors Marine Electronics, Inc. to monitor online pricing and ensure a consistent consumer experience online.” said Wes Shepherd, CEO of Channel IQ. “Their history of innovation and commitment to their retailers and customers truly continues the legacy of visionary leadership their company was founded on. We are pleased to see another strong manufacturer taking a proactive stance in managing the pricing integrity of their online channel.”

For more information on Channel IQ and its solutions, please visit www.channeliq.com. For more about Johnson Outdoors, visit www.johnsonoutdoors.com

About Johnson Outdoors Marine Electronics, Inc.

Johnson Outdoors Marine Electronics consists of Minn Kota®, Cannon®, Humminbird® and LakeMaster® brands, and is a wholly-owned subsidiary of Johnson Outdoors Inc. 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 innovator and manufacturer of fishfinders, fishfinder/GPS combo units, ice flashers and digital depth gauges. LakeMaster® is a premier brand of digital GPS maps.

About Johnson Outdoors, Inc.

JOHNSON OUTDOORS is a leading global outdoor recreation company that turns ideas into adventure with innovative, top-quality products. The company designs, manufactures and markets a portfolio of winning, consumer-preferred brands across four categories: Watercraft, Marine Electronics, Diving and Outdoor Gear. Johnson Outdoors' familiar brands include, among others: Old Town® canoes and kayaks; Ocean Kayak™ and Necky® kayaks; Carlisle® paddles; Extrasport® personal flotation devices; Minn Kota® motors; Cannon® downriggers; Humminbird® marine melectronics; LakeMaster® electronic charts; SCUBAPRO® and SUBGEAR® dive equipment; Silva® compasses; Jetboil® personal cooking systems; and Eureka® tents.

Visit Johnson Outdoors at www.johnsonoutdoors.com

About Channel IQ

Channel IQ is the leading provider of online retail intelligence solutions to manufacturers, distributors and retailers. Channel IQ provides real-time, online promotion and pricing information, empowering major manufacturers and retailers like Olympus, Dyson, Panasonic, Wüsthof, Bulova and Tumi to quickly and profitably handle channel issues and competitive situations. Only Channel IQ combines integrated reporting, interactive applications and services to enable manufacturers and retailers to automatically act on real-time data. Channel IQ solutions are the result of cutting edge technology combined with decades of industry experience in channel management, distribution, online retail and manufacturing. For more information, visit www.channeliq.com.

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