



Johnson Outdoors Honors Al Lindner as Samuel C. Johnson Fishing Journalist of the Year

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LAS VEGAS, Nev. (July 12, 2007) One of the legends of the fishing media industry has been honored as the 2007 Samuel C. Johnson Fishing Journalist of the Year. Al Lindner of Brainerd, Minn. was given the recognition at a July 12 luncheon during the 2007 International Convention of Allied Sportfishing Trades (ICAST) in Las Vegas. The award is sponsored by Minn Kota[®], Humminbird[®] and Cannon[®] in honor of Mr. Samuel C. Johnson, a pioneer in the fishing industry and a legendary corporate environmentalist.

Lindner was selected by a panel of judges based on his contributions to the fishing industry in the fields of journalism, conservation and philanthropic leadership. Lindner established himself as an accomplished angler by successfully competing in the early days of tournament bass fishing. In order to grow both recreational and competitive fishing, he partnered with his brother Ron to establish *In-Fisherman* magazine. They eventually expanded the philosophy of educating anglers to be more successful into television and radio. Lindner is one of the most popular TV hosts of all times and can currently be seen on *Lindner's Angling Edge*. He has already been inducted into several fishing Halls of Fame.

The award's namesake is the late Samuel C. Johnson who grew a small Midwestern wax company into a family of four different market-leading, global enterprises, with combined annual revenues of nearly \$10 billion, including: SC Johnson, makers of Pledge[®] and Ziploc[®]; Johnson Diversey, the world's second largest commercial cleaning products company; and Johnson Financial Group, which is among the five largest privately owned community banks in the United States. Sam founded Johnson Outdoors over 35 years ago driven by his love of the outdoors, his passion for the environment and his entrepreneurial spirit of adventure.

As part of the Samuel C. Johnson Fishing Journalist of the Year award program, a \$5,000 conservation grant is being presented in Lindner's name. The recipient of the grant is FishAmerica Foundation which unites the sportfishing industry with conservation groups, government natural resource agencies, corporations, and charitable foundations to invest in fish and habitat conservation and research across the country.

The Marine Electronics Group of Johnson Outdoors Inc. consists of the Minn Kota, Humminbird and Cannon brands. Minn Kota[®] is the world's leading manufacturer of electric trolling motors, as well as offers a complete line of battery chargers, Trim Tabs, and marine accessories. Trolling motors include Terrova[™], PowerDrive[™] V2, Maxxum Pro, Maxxum[®], Edge, Vantage[®], Vector[™] 3X, Endura[™], Riptide Pro, Riptide[®], Riptide ST, Riptide SP, Engine Mount, E-Drive and Trim-N-Troll[™] models. 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 900 Series[™], 700 Series[™], Matrix[®] Series, 500 Series[™], 300 Series[™], Fishin' Buddy[™], PiranhaMax[™] and SmartCast[™]. 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[™].