

**FOR IMMEDIATE RELEASE**

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## **LOWRANCE LEADS THE WAY AT THE 2010 BASSMASTER ELITE SERIES TOURNAMENTS**

**Skeet Reese Wins Southern Challenge Using HDS® and StructureScan™ Imaging**

**Tulsa, Okla.** – Lowrance pro angler Skeet Reese has won the Southern Challenge at the Lake Guntersville, Guntersville, Alabama Bassmaster Elite tournament this past weekend, May 6-9, 2010. Equipped exclusively with Lowrance HDS® multi-function displays and the Lowrance StructureScan™ sonar imaging system, Reese overcame a 5-pound deficit at the end of Day 3 and boated a Day 4 tournament-winning total of 100-pounds, 13-ounces. This is Reese's second Elite victory and fifth consecutive top 5 finish—an unprecedented achievement in the history of the series.

Four out of the five 2010 Bassmaster Elite Series tournaments have been won by competitors with boats exclusively rigged with Lowrance HDS systems and the groundbreaking StructureScan featuring SideScan and DownScan Imaging™. Last month Reese also won the Blue Ridge Brawl at Smith Mountain Lake in Huddleston, Virginia, by more than 14 pounds. John Crews won the first event, Duel in the Delta in Stockton, California, followed by Byron Velvick winning the Golden State Shootout on Clear Lake in Lakeport, California.

In addition to an impressive record of 2010 Elite Series tournament wins, Lowrance has dominated the top finishes. In the most recent Series events, Southern Challenge and the Alabama Charge, six of the top 12 finishers used Lowrance exclusively. At the Golden State Shootout and the Duel in the Delta events, nine of the top 12 pros competed using only Lowrance electronics. The top seven contenders at the Delta and top five at the Shootout had boats rigged with HDS with

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StructureScan sonar imaging systems. At Smith Mountain Lake's Blue Ridge Brawl, seven of the top 12 finishers were equipped with Lowrance HDS, and six of those also used StructureScan.

Considered one of the most prestigious bass fishing tournaments in the world, the Bassmaster Elite Series consists of 10 events from March through July. In addition to championships awarded for each event, the anglers accumulate points toward qualifying for the 2011 Bassmaster Classic, as well as the Bassmaster Angler of The Year points race. After the first five Elite events, Reese continues to lead in Angler of the Year standings and has further pulled away from his competitors with his Southern Challenge victory.

For more information about Lowrance HDS, StructureScan imaging or the entire Lowrance product line, please visit [www.lowrance.com](http://www.lowrance.com), or call 1.800.324.1356 in the USA or 1.800.661.3983 in Canada.

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