



WATERCRAFT DIVISION

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**CANOES AND KAYAKS FROM JOHNSON OUTDOORS:
THERE'S A STORY 'ROUND EVERY BEND
Editorial Suggestions**

SALT LAKE CITY (August 11, 2005) – Boasting a brand portfolio that includes the leading names in the paddling industry, Johnson Outdoors offers a canoe or kayak for virtually every skill level and paddling adventure. Likewise, the company's products present journalists with a wide variety of story angles, from the cutting-edge technology they use to the on-water adventures they provide. Here are a few that may be of interest to your readers or viewers.

Earth-friendly watercraft

As EPA, CARB and other environmental regulations close more waterways to gasoline-powered boats, consumers will increasingly search for alternative watercraft that will let them have the fun and escape they crave. Following the vision of founder Sam Johnson (whom *Forbes* magazine once called "America's leading corporate environmentalist"), Johnson Outdoors has been a leader in product development for this market, bringing a wide number of innovative, multi-purpose canoes and kayaks to lakes and rivers nationwide.

The Ocean Kayak Scrambler XL, Necky Manitou 14 and Old Town Dirigo are prime examples of earth-friendly, multipurpose watercraft developed by Johnson Outdoors, as is the new Escape line of electric boats.

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Fishing kayaks

Stable, agile and easily launched, fishing kayaks have become the fastest-growing segment of the paddling industry – more than doubling in sales from 2003 to 2004 according to a recent Leisure Trends study. Their shallow draft makes them perfect for near-shore angling and their relatively inexpensive price (versus outboard-powered fishing boats) makes them an attractive option for beginning anglers. They're also a great alternative in lakes that ban motorized craft, and their water-level seating offers anglers a level of excitement that conventional boats just can't match. (Wanna really feel the fight in a fish? Catch it from a kayak.)

Why not introduce your readers/viewers to this trend through a fishing trip on an Ocean Kayak Prowler Angler or one of the Old Town Predator series?

By women, for women

The Venus 10 and Venus 11 are the only sit-on-top kayaks designed specifically for women. Designed with a wider seat well and comfortable seatback, the Venus models' light weight and unique car top handling system make them easy for women to load, transport and unload. To further promote women's health, one percent of sales from both models are contributed to the Breast Cancer Fund.

Technological innovation

For more than 30 years, Johnson Outdoors products have combined the industry's most sophisticated research and development practices with insights gained from a wide variety of outfitters, guides and pro paddlers. This combination has led to a long list of industry design and innovation awards, not to mention satisfied customers. For 2006, the company's products again define the cutting edge, from the aerospace technology and carbon/fiber wood composite hull used on the Old Town Swift Passage to the female-centric design of the Ocean Kayak Venus 11, the unique, dual-cockpit layout of the Necky Manitou II or the incredibly durable yet lightweight material, Acrylite, used on the Old Town Cayuga 146 and Dirigo 120. We invite you to paddle one and see for yourself, or visit the company's R & D centers in Old Town, Maine or Ferndale, Washington to get a firsthand look at the how these ideas become reality.

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Low-impact exercise for all ages

Low-impact exercise available to all ages and ability levels, kayaking and canoeing are great ways to enjoy time on the water with family and friends while keeping fit. It is a particularly good exercise for seniors, as it promotes both cardiovascular fitness and muscle tone. And it is anything but boring! The Old Town Loon series, Necky Manitou 14 and Ocean Kayak Scrambler XL are craft that offer exhilarating yet low-impact exercise and multiple applications to all ages.

Urban paddler

Capture the magnificence of a major city from a unique perspective: its waterways. Paddling a city's rivers offers a writer unexpected insights and great visual opportunities. The Ocean Kayak Scrambler XL, Necky Manitou 14 and Old Town Loon series are just a few of the new kayaks that would be perfect for an urban touring experience. If canoeing is more your style, try the Old Town Swift Passage.

Going to the dogs

For years, bringing a pet along on a kayak adventure was a dicey proposition. Not any more. The Ocean Kayak SideKick is ideal for paddlers looking to take along a canine friend (or small child) along on the water. The craft's movable companion seat offers a comfortable and stable platform for non-paddling passengers – with two legs or four. (For paddlers who really want to go the extra mile for their canines, Extrasport offers a deluxe dog PFD!) Also, the Old Town Dirigo 140 is designed to carry a child or pet up to 60 pounds. It comes standard with a removable child's seat, which can be taken out to make room for Rover.

Family time

Due to the pressures on our limited free time, family activities are often sacrificed. One answer is to blend exercise with family recreation... on the water. Johnson Outdoors produces a number of models – such as the Necky Manitou II tandem kayak, the Ocean Kayak Malibu Two sit-on-top tandem, the Old Town Loon tandem kayak, the Old Town Camper recreational canoe

and Old Town Charles River recreational canoe – targeted at families looking to solve the “quality time” dilemma.

Great gifts

Whether it’s a Father’s Day or Mother’s Day gift for an outdoor enthusiast; a birthday present for a beginner; or the piece de resistance to your family’s holiday gift giving, Johnson Outdoors has a kayak, canoe or paddling accessory to match all skill levels and interests.

About Johnson Outdoors

Ocean Kayak™, Necky® kayaks and Old Town® canoes and kayaks are part of the **Johnson Outdoors** family of innovative, market-leading brands. The company designs, manufactures and markets a portfolio of top quality products for the global marketplace across four categories: Watercraft, Marine Electronics, Diving and Outdoor Equipment. Johnson Outdoors' other familiar brands include, among others: Escape® electric boats, Extrasport® personal flotation devices and wearable paddle gear, Carlisle® paddles and oars, Minn Kota® electric motors, Humminbird® fish finders, Scubapro® and UWATEC® dive equipment and, Eureka!® tents. The company has 24 locations around the world, employs 1,500 people and reported annual sales of \$355 million in 2004. Visit Johnson Outdoors online at www.johnsonoutdoors.com.

For more information about Johnson Outdoors and its family of products, log on to www.johnsonoutdoors.com.

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