



Media contact:

Cynthia Georgeson
262/631-6653 (office)
262/770-1022 (cell)
cgeorges@johnsonoutdoors.com

FOR IMMEDIATE RELEASE

**OLD TOWN® SIGNATURE LOON SERIES ENTERS ITS SECOND DECADE
WITH BOLD LOOK, SMART FEATURES
Improved Storage, Paddling Ease and Comfort Incorporated into Refreshed Look**

SALT LAKE CITY (August 11, 2005) – Incorporating the user-friendly features of its predecessors, the 2006 Loon series combines its legendary paddling ease, tracking ability and excellent stability with a modernized look and an enhanced, ergonomic outfitting system.

“The Loon series changed the face of the paddling industry, virtually inventing the ‘recreational kayak’ category,” said Johnson Outdoors Watercraft Vice President Mark Leopold. “By creating a refreshed look of these classic models, and making them even more comfortable, we have made this iconic boat even better.”

The 2006 Loon series will include three new models, the 10-foot Loon 100; the 12-foot Loon 120; and the 13-foot, eight-inch Loon 138. Like their predecessors, they are designed to give novice and intermediate paddlers the ultimate in stability and easy paddling. Unlike previous Loons in this size range, the new 2006 models feature a rear Space Hatch™ with foam bulkhead, giving them enhanced storage and functionality for recreational tourers who want to bring gear along.

The 2006 Loons are surprisingly comfortable and roomy. All feature the patent-pending Extrasport® XtraComfort three-way adjustable boat seat, which includes a two-way adjustable

- more -



backrest with six height positions; continuous fore and aft positioning; and a state-of-the-art seat tilt system. The boats' spacious cockpits make their ergonomic seat even easier to get into and out of, with the Loon 100 and 120 boasting a roomy 19-inch by 40-inch cockpit and the Loon 138 a 17-inch by 43-inch cockpit.

All new Loon models have excellent capacity for their size. The Loon 100 paddles well with 225 pounds, while the 120 can handle up to 290 pounds and the 138 a whopping 380 pounds! The Loon 138 is also the widest of the three models, with a width of 29.5 inches as compared to 28.75 inches for the 120 and 27.75 inches for the 100.

“In 2006, the Old Town Loon series will continue to be one of America's ‘boats of choice’ in the general recreational and recreational touring categories,” said Leopold. “It is the preferred consumer choice in affordability, comfort and versatility.”

Old Town® is 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: Ocean Kayak™, Necky® kayak, Old Town® canoes, Old Town® kayaks, Extrasport®, Carlisle®, Escape® electric boats, Minn Kota® 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 Old Town® and its family of canoes and kayaks, log on to www.oldtowncanoe.com.

###