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OLD TOWN® UPDATES POPULAR DIRIGO™ KAYAK COLLECTION

Built for Comfort, Control and Convenience Dirigo XT Kayaks Feature New Active Comfort System Seat

Old Town, ME (June 18, 2009) Old Town Canoes & Kayaks, an industry leader for more than a century, is pleased to announce the updated Dirigo XT kayak collection. A series of four boats in all, the family-friendly Dirigo XT kayaks are renowned for their stability and maneuverability and are perfect for casual time on the water.

Representing the ultimate in comfort and convenience, Dirigo XT kayaks are equipped with the new four-way adjustable Active Comfort System (ACS) seat. Designed for all day comfort the ACS seat features a visible, intuitive adjustment system, multi-laminate construction for optimal support and softness, an enhanced seating surface for superior air-flow and drainage and lateral stabilizers which lock the seat in place for that “one with the boat” feeling. The four-way adjustable seat tailors individual backrest height, thigh support, lumbar support and backrest angle to provide a truly customized ride.

When launched, the Dirigo collection was one of the first kayak series on the market to introduce the “dashboard” concept, a virtual glove box, which offers dry, secure storage for paddlers’ personal items including keys, cell phone, and wallets. The Dirigo series was also one of the first to feature outer thigh supports for added comfort and control, something that has now become somewhat of an industry standard.

“The Dirigo series is one of Old Town’s most popular collections and we wanted to give our consumers added value by upgrading the seating system,” said Sara Knies, Senior Brand Manager for Johnson Outdoors Paddlesports. “With a roomy cockpit, ample storage and the new ACS seat, Dirigo XT kayaks offer something for the whole family, including removable child seats in the Dirigo XT 140 and Dirigo XT Tandem Plus.”

Dirigo XT kayaks will be available this fall through authorized Old Town dealers in the United States and Canada. For more information on the Old Town brand visit www.oldtowncanoe.com.

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' familiar Watercraft brands include, among others: Ocean Kayak™, Necky® kayaks, Old Town® canoes and kayaks, Extrasport® PFD's and Tech Wear, Lendal® paddles and Carlisle® paddle gear. Visit Johnson Outdoors online at www.johnsonoutdoors.com. ###