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OLD TOWN® INTRODUCES NEW DIRIGO TANDEM PLUS™ KAYAK

Old Town's First Dual-Cockpit Design Kayak Ideal for Family Paddling

Old Town, Maine (August 8, 2006) Old Town® is pleased to introduce one of the most family-friendly tandem kayaks ever, the new Dirigo Tandem Plus™. The “plus” indicates the new Dirigo tandem is much more than just a two-person kayak. With outstanding primary and secondary stability, innovative design and the addition of a second child’s seat, the new Dirigo Tandem Plus™ brings comfort and versatility to the paddling experience, truly making it the first “all family” kayak.

The only Old Town® kayak to feature a dual cockpit design, the Dirigo Tandem Plus™ has been specifically engineered to accommodate up to four paddlers in any combination of parents and children. Accordingly, the Dirigo Tandem Plus™ offers a spacious rear cockpit, comfortable front cockpit, a removable child seat which fits either cockpit, adjustable foot pegs and of course the “dashboard” for storage, snacks, drinks or anything else a family might need on the water.

“Our Dirigo™ kayaks have been extremely popular and a tandem model is a natural compliment to the collection,” said Chris Jacobs, Marketing Director for Old Town. “I think what sets the Dirigo Tandem Plus™ apart from its competition is its performance. The hull design is more advanced than any other Old Town® tandem, yet it provides all the comfort, control and stability that the Dirigo™ family has become known for and that our customers need to feel good about having their children on the water,” concluded Jacobs.

The Dirigo Tandem Plus™ is outfitted with comfortable, three-way adjustable Extrasport® seats. Other standard features include adjustable foot braces, paddle keepers, an easily accessible day hatch and a rear Space Hatch™ with bulkhead. Available colors include Sunrise, Cloud, Red, Yellow and Green.

The Dirigo Tandem Plus™ is now available at authorized Old Town® dealers throughout the United States and Canada. For more information about Old Town® and its family of canoes and kayaks, please log on to 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 brands include, among others: Ocean Kayak®, Necky® kayaks, Old Town® canoes, Old Town® kayaks, Extrasport®, Carlisle®, Escape® electric boats, Minn Kota® motors, Cannon® downriggers, Humminbird® fish finders, Scubapro® and UWATEC® dive equipment, and Eureka!® tents. The company has 23 locations around the world, employs 1,300 people and reported annual sales of \$381 million in 2005. Visit Johnson Outdoors online at www.johnsonoutdoors.com. ###

