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## OLD TOWN® LAUNCHES NEW KORU™ INFUSED COMPOSITE CANOE

**Old Town, Maine (August 8, 2006)** Old Town®, a paddling industry leader for more than a century, is pleased to introduce the new Koru™, their latest innovation in composite canoes. The Koru™ marks a return to high-end materials and a step forward in Old Town canoe design. By blending the performance features of Native American hunting canoes with aerospace composite technology and modern design features, Old Town is producing the next generation of stable, lightweight performance canoes.

The Old Town® Koru™ is crafted with an infused composite technology, which allows incorporation of many dynamic features not possible using wooden frame or plastic hull construction. These include a knuckle-friendly tumblehome design feature and a dramatic recurve, with sharp entry and exit points, that make the Koru™ quick and comfortable. In short, the new Old Town® Koru™ canoe maximizes users enjoyment by minimizing their effort both on and off the water.

The 17.5-foot long Koru™ is designed for tandem touring and is incredibly durable for its weight (50 lbs). Paddlers will appreciate the Koru's stability, efficiency, superior tracking and maneuverability. Outfitting includes a sliding bow seat with backrest/thwart, sculpted carrying yoke, wood gunwales, wood decks and cane seats, for a look that is unsurpassed in the paddle sports marketplace.

“Old Town® is committed to delivering meaningful innovation that translates into great paddling experiences and the Koru™ is simply an extension of this philosophy,” said Chris Jacobs, Old Town® Director of Marketing. “The Koru™ delivers on that century old commitment with a combination of advanced materials, innovative design and world renowned craftsmanship.”

The name Koru™ is derived from a native canoe culture and refers to the cycle of life and re-birth. Koru™ canoes are also available in a fiberglass and both new models are now available through finer outfitters and specialty boating outlets in the US and Canada. For more information about the Koru™ and the entire Old Town® family of canoes and kayaks please log on to [www.oldtowncanoes.com](http://www.oldtowncanoes.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](http://www.johnsonoutdoors.com). ###

