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OLD TOWN® DOUBLES THE FUN WITH NEW LOON 15 TANDEM™ KAYAK

Old Town, Maine (August 8, 2006) Old Town®, a leader in the paddlesports industry for over a century, is pleased to introduce the latest innovation in tandem kayaks, the Loon 15 Tandem™. Easy to paddle and easier to transport, the new Loon 15T™ offers unparalleled primary stability, a roomy cockpit and outstanding tracking ability.

Constructed using lightweight durable PolyLink3™ technology, the Loon 15T™ features a single open cockpit design with a comfortable XtraComfort™ Outfitting System, including two easily customized Extrasport® seats and adjustable foot braces. The cockpit of the Loon 15T™ easily accommodates two adults, a single adult with child or even a single paddler with pet. The Loon 15T™ can be conveniently arranged to allow for solo paddling as well.

“The philosophy at Old Town® has always revolved around accessibility, enjoyment and safety,” said Old Town® Marketing Director Chris Jacobs. “A natural extension of the Loon family, the Loon 15T™ delivers on these foundations through its innovative design, premium materials and superior outfitting.”

Key features of the Loon 15T™ include a rear Space Hatch™ with bulkheads, ideal for storing the day’s provisions and extra gear; a new roomy deck design, which provides structural integrity and additional leg room, two paddle holders, a drain plug and convenient carry handles. Weight: 74 lbs.

The Old Town® Loon 15T™ is now available at finer outfitters throughout the United States and Canada. Color palette includes green, red, yellow and cloud.

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.

For more information about Old Town® and its family of canoes and kayaks, please log on to www.oldtowncanoes.com.

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