



Media Contacts:

Mike May
Backbone Media
mike@backbonemedia.net

Sara Knies
Johnson Outdoors
sara.knies@johnsonoutdoors.com

OLD TOWN® INTRODUCES NEW KORU™ CANOE

Old Town, Maine (June 27, 2011) Old Town Canoes & Kayaks, a leader in the paddlesports industry since 1898, today reintroduced the Koru canoe. A sleek fiberglass canoe with wood trim, seats and accents, the Koru blends classic design with modern day materials and construction techniques.

Inspired by Native American hunting canoes, the Koru delivers on Old Town's century old commitment to innovative design and world-renowned craftsmanship. Representing the next generation of stable, lightweight performance canoes, the Koru features a paddle-friendly tumblehome design and a dramatic recurve, with sharp entry and exit points that allow the canoe to literally cut through the water.

"The Koru pays tribute to Old Town's heritage and honors the brand's long-held spirit of innovation," explains Sara Knies, Old Town Canoes & Kayaks Director of Marketing. "Paddlers will appreciate the Koru's blend of classic aesthetic and modern materials, but the real payoff will be found in the stability, efficiency and superior tracking once the canoe hits the water."

The Koru's outfitting includes cherry, wooden web seats with curved construction for outstanding comfort, cherry decks, thwart and yoke, as well as ash wood gunwales for a look that is virtually unsurpassed in the paddlesports marketplace.

Key specs:

Length: 17'5"
Width: 33.8"
Weight: 60 lbs
Max Capacity: 1,000 – 1,050 lbs
Material: Fiberglass
MSRP: \$2,299.99 USD

The Koru canoe will be available through authorized Old Town dealers beginning July 2011. For more information on Old Town's fine canoes and kayaks please visit our website at www.oldtowncanoe.com or join us on the social web at <http://www.facebook.com/OldTownCanoe> or <http://www.youtube.com/oldtowncanoeandkayak>

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 and kayaks, Extrasport®, Carlisle® Paddle Gear, Minn Kota® motors, Cannon® downriggers, Humminbird® fish finders, SCUBAPRO® dive equipment, and Eureka!® tents. Visit Johnson Outdoors online at www.johnsonoutdoors.com. ###