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OLD TOWN® INTRODUCES NEW ROCKPORT CANOE

Old Town, Maine (July 7, 2008) Old Town® Canoes & Kayaks, a pioneer in the design and development of world-class canoes, today introduced the new Rockport™ canoe. A lightweight, durable, recreational watercraft, the new Rockport™ canoe offers the comfort, craftsmanship and performance that have made Old Town® a consumer favorite for over one hundred years.

The Rockport™ features a high-density polyethylene construction that will easily handle the bumps, scratches and rocks of even the most rugged waterways. Featuring a shallow arch hull and flared sides the Rockport™ has a good blend of primary and secondary stability. Minimally rockered, the canoe tracks exceptionally well making it ideal for beginners and intermediate paddlers looking for a casual stroll on the water.

“We crafted the Rockport™ to reflect the personality of our recreational paddlers,” said Sara Knies, Director of Marketing for Johnson Outdoors Paddlesports. “The Rockport™ is a versatile boat that will perform a variety of tasks under a wide range of water conditions.”

Standard features include vinyl gunwales, three molded seats, including a center seat with insulated cooler/day well, ample day storage and gear bungee. The Rockport™ is also rated for motors up to 2.5 HP, offering anglers a great platform for fishing and recreational paddlers the opportunity to cover more water than possible through paddling alone.

Key specs include:

- Length: 14’
- Width: 42”
- Bow Height: 18”
- Weight: 85 lbs
- Max Capacity: 700 – 750 lbs
- Colors: Red, Green, and NEW Titanium
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The Old Town® Rockport™ will be available in July through authorized Old Town® dealers throughout the US and Canada. For more information on Old Town’s premier family of products log onto 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.

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