



Media Contacts:

Mike May
Backbone Media
mike@backbonemedia.net

Sara Knies
Johnson Outdoors
sara.knies@johnsonoutdoors.com

OLD TOWN INTRODUCES NEW SARANAC 146 CANOE

Stable, Easy Gliding Recreational Canoe Designed for All Around Family Fun

Old Town, Maine (June 21, 2010) Old Town Canoes & Kayaks, a leader in the paddlesports industry for over a century, today introduced the new Saranac 146 canoe. A fully featured user-friendly canoe designed for family fun, the Old Town Saranac 146 offers stability, durability and outstanding performance in an affordable package.

Crafted for superior impact and abrasion resistance, the new Saranac 146 features comfortable contoured bow and stern seats and a center bench ideal for children or smaller passengers. The center bench includes a covered storage compartment, ideal for anything from gear to a picnic lunch. All Saranac seats incorporate a variety of extras including cup holders, rod holders and storage trays designed to add convenience and versatility to the canoe.

“Old Town has a history of providing great value to our customers and the Saranac 146 is an extension of this commitment,” said Old Town Marketing Director Sara Knies. “Our consumer research played a big role in the introduction of the Saranac. We polled paddlers to find out exactly what they look for when considering a canoe and the result is the Saranac, a durable, stable, efficient and economical all around performer designed to bring users years of service and enjoyment.”

The Saranac 146 features an upswept deck line for traditional look and feel. Molded-in carrying handles offer easy transport, portaging and car topping, while vinyl gunwales provide added durability. Paddle rests and a 6-inch storage hatch round out the features. The Old Town Saranac series will be offered in a standard edition, an XT version which feature padded seats and comfortable seatbacks and an Angler specific model.

Key specs include:

- Length: 14'6"
- Width: 36"
- Bow Height: 19.5
- Weight: 79 lbs
- Max Capacity: 700 lbs
- Material: Thermoformed polyethylene
- SRP: \$549 base - \$579 XT

The Saranac 146 will be available through authorized Old Town dealers in July 2010. 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.

###