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OLD TOWN® LAUNCHES NEW STILLWATER™ CANOES

Old Town, Maine (June 27, 2011) Old Town Canoes & Kayaks, a leader in the paddlesports industry since 1898, today reintroduced two new fiberglass canoes, the Stillwater 12 and Stillwater 14. Storied models, from an iconic brand, Stillwater canoes boast lightweight fiberglass construction, handsome design details and hefty carrying capacity, all at an affordable price.

Steady, dependable boats, Stillwater canoes are ideal entry level canoes designed to put parents and kids at ease with their on-the-water stability. Featuring a keeled flat bottom, flared sides and full chined hull, the Stillwater affords a level of comfort and security not often found in recreational watercraft. Approachable and versatile, Stillwater canoes can be paddled in tandem or solo.

“Old Town Stillwater canoes have a rich history of performance, reliability and value,” said Old Town Marketing Director Sara Knies. “First introduced in 1991, the Stillwater series is being reintroduced due to consumer demand and reflects Old Town’s commitment our loyal customers.”

The Stillwater 12 and Stillwater 14 feature wooden accents for a traditional look and feel. Ash seats are wooden web for all-day comfort, while ash carrying yokes and grab handles add both durability and a classic aesthetic. The Stillwater 14 includes an ash thwart for increased hull strength and added carrying convenience. Stillwater canoes will be available in classic red or green.

| Key specs: | Stillwater 12 | Stillwater 14 |
|-------------------|----------------------|----------------------|
| Length: | 12’ | 14’ |
| Width: | 41” | 39” |
| Bow Height: | 19” | 18” |
| Weight: | 56 lbs | 63 lbs |
| Max Capacity: | 700 - 750 lbs | 800 – 850 LBS |
| Material: | Fiberglass | Fiberglass |
| MSRP: | \$1,079.99 USD | \$1,149.99 USD |

Stillwater canoes 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.

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