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## **OCEAN KAYAK<sup>®</sup> LAUNCHES PROWLER BIG GAME<sup>™</sup> FISHING KAYAK FOR SERIOUS ANGLERS**

**FERNDALE, Wash. (June 27, 2006)** Ocean Kayak<sup>®</sup>, a pioneer in the world of sit-on-top kayaks, is pleased to announce their latest kayak fishing innovation, the Prowler Big Game<sup>™</sup>.

Every detail of the Ocean Kayak<sup>®</sup> Prowler Big Game<sup>™</sup> is geared toward the serious kayak fisherman. It easily accommodates anglers of any size with all the necessary fishing gear, including fish finders, GPS, transducer, rod holders, tackle boxes and even live bait wells, all of which can be smartly mounted or stowed on and around the boat.

At 12' 9" in length and 69 pounds, the Prowler Big Game<sup>™</sup> is made for the angler who demands stability and comfort. The Big Game<sup>™</sup> is equipped with a wide seat well, comfortable seat back and a redesigned drainage system for a drier ride. Other key features include a large pro hatch with battery storage, extra large tank well with removable bungee, paddle keepers and adjustable foot pedals.

The flat foot-well area is great for standing or kneeling to spot fish and the molded-in keel provides smooth tracking and reduced hull slap when paddling. Also, key to the design, the Prowler Big Game<sup>™</sup> features stern stingers intended to help carry volume in the rear of the boat, a unique cockpit cover and a convenient storage tray.

"The kayak fishing community continues to grow at a record pace and we are focused on delivering innovation that serves the needs of the serious angler," said Sara Knies, Director of Marketing for Ocean Kayak<sup>®</sup>. "Our Ocean Kayak<sup>®</sup> team includes some of the most respected fishing industry professionals and boat designers, all with decades of experience and expertise to help us become the brand of choice for kayak fisherman and women," continued Knies.

"There is nothing quite like the thrill of fishing from the deck of a kayak, especially for bigger game," said Jim Sammons, Ocean Kayak<sup>®</sup> pro fishing team member, fishing guide and owner of La Jolla Kayak Fishing. "The Prowler Big Game<sup>™</sup> was designed for stability in all kinds of water conditions and we are confident it will provide anglers with the ultimate kayak fishing experience."





The Prowler Big Game™ comes in a variety of colors and features two flush mounted rod holders, large comfortable seat back, angler graphics and a small Plano® tackle box. The Prowler Big Game™ can also be outfitted with a rudder and a large center square hatch. New for 2007, all of the Prowler models come in complete angler packages which include seat backs, paddles, a Humminbird® fish finder, transducer and more.

**Ocean Kayak®** 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® paddling gear and PFD's, Carlisle® paddles and oars, 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](http://www.johnsonoutdoors.com).

**To meet our kayak fishing team, see how to outfit a kayak for fishing and learn more about the new Ocean Kayak® fishing kayaks please visit our website at [www.oceankayak.com](http://www.oceankayak.com)**

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