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BACKGROUND

OCEAN KAYAK
World's # 1 in Fun for Sit-On-Top Kayaks

RACINE, Wis. – A pioneer in the world of kayaking, Ocean Kayak originated one of the world's first sit-on-top kayaks more than 30 years ago in Malibu, Calif. Named "Ocean Kayak" to distinguish its boats from the down-river kayaks of the day, the company has grown to become the world leader for fun and colorful sit-on-top kayaks, making a wide variety of models for every paddler – from the casual to the serious.

The open-cockpit design of Ocean Kayak models gives paddlers of all ability levels a feeling of freedom from the confined cockpits of traditional kayaks. Perfect for the novice paddler, Ocean Kayak products offer an extremely stable platform for learning, and provide easy re-entry from the water.

Ocean Kayak products are built for durability and lasting looks using linear polyethylene, which provides remarkable impact resistance compared to fiberglass. A rainbow of vibrant color options provide a splash of fun on the water. Ultra-violet inhibitors and color compounds blended directly into the polyethylene helps protect Ocean Kayak's most colorful models from the fading effects of the sun's damaging rays. Other features include; side-mounted carrying handles, molded-in cup holders and tank wells; optional screw-in hatches; bungee and more!

In 2005, Ocean Kayak takes quality, innovation and performance to a new level with the introduction of three new models to its extensive lineup. The tandem Zest Two EXP is the next generation of the company's popular Zest Two, while the fishing-oriented Prowler 13 is a smaller version of the original Prowler. Perhaps most unique is the new SideKick, designed specifically for the paddler looking for a stable, single kayak that they can paddle with a small child or pet on board.

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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' other familiar brands include, among others: Ocean Kayak, Necky Kayaks, Old Town Canoes, Old Town Kayaks, Extrasport, Carlisle, Minn Kota motors, Humminbird fish finders, SCUBAPRO dive equipment and Eureka! tents. The company has 26 locations around the world, employs 1,600 people and reported annual sales of \$315.9 million in 2003. Visit Johnson Outdoors online at www.johnsonoutdoors.com.

For more information about Ocean Kayak and its family of products, log on to www.oceankayak.com.

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