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OCEAN KAYAK® UNLEASHES A WHOLE NEW ‘FRENZY’ IN 2007

Exciting Makeover for Top Selling Ocean Kayak

Ferndale, WA (June 21, 2006) Ocean Kayak, a pioneer in the sit-on-top kayak market, today introduced the new Frenzy. Compact, responsive and supremely stable, the Frenzy sports a brand new design for even more fun on the water.

An upgrade to one of Ocean Kayaks’ most popular boats, the 2007 Frenzy has a new streamlined look and features a more spacious, ergonomic seating area with foot wells crafted into the forward deck to help maximize leverage while paddling. The new Frenzy has a built-in keel for superior tracking and an efficient hull shape that allows for fun on flat water and in the surf. Nine feet long and 31 inches wide, the Frenzy weighs in at a manageable 43 pounds.

The new 2007 Frenzy standard features include a convenient molded-in cup holder and improved tank well for better on deck storage. Importantly, both the stern and bow of the boat are generously outfitted with removable bungee cords for convenient stowage while on the water or in dry storage. An optional six-inch screw-in hatch, ideal for storing valuables, is also available.

"The Frenzy has always delivered a great sit-on-top boating experience," said Ocean Kayak Marketing Director Sara Knies. "That being said, the Frenzy hasn't seen any significant upgrades since its launch so we've improved the design and added some performance features to make the paddling experience even more enjoyable."

Like all Ocean Kayak models, the Frenzy's open cockpit allows the user to enter and exit the kayak easily from the shore, dock, or water and paddle without feeling confined. The Frenzy is stable enough for beginning paddlers, but versatile enough to provide seasoned boaters with years of fun on a variety of water types.

The new 2007 Frenzy is now available at authorized Ocean Kayak dealers throughout the United States and Canada. For more information on the new Frenzy as well as the entire family of boats from Ocean Kayak please log onto www.oceankayak.com.





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®, Carlisle®, 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. ###

