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OCEAN KAYAK™ DEBUTS NEW NALU™ PADDLEBOARD

Ferndale, WA (June 18, 2009) Ocean Kayak, a pioneer in paddlesports industry for over 35 years, today introduced the Nalu, the brand's first-ever paddleboard. A hybrid paddleboard that can be paddled from both standing and seated positions the Nalu offers versatility, performance and fun at an affordable price.

One of the industries only rotomolded polyethylene paddleboards the Ocean Kayak Nalu is durable, stable and excels in mild surf. Extremely user friendly, the Nalu features dedicated areas for sitting and/or standing and is the first paddleboard on the market that will accommodate a backrest.

“We feel the Nalu hits a sweet spot in the paddleboard market by offering peak performance at a price that breaks down barriers of entry into the sport,” said Sara Knies, Senior Brand Manager for Johnson Outdoors. “The added versatility of paddling while standing or seated is a great benefit to the consumer as well and a great selling point for our dealers,” concludes Knies.

Eleven feet long and thirty-one inches wide, the Nalu includes molded-in fins for outstanding tracking, two self-draining scuppers, a storage bungee, ergonomic carry handles and can be complimented with the new Carlisle Taboo hybrid paddle. This unique paddle allows the user to convert the paddle from a stand up paddle to a 230cm kayak paddle depending on whether they're paddling the Nalu from a standing or seated position.

The Nalu will be available this summer at authorized Ocean Kayak dealers throughout the United States and Canada. For more information about the Nalu and the Ocean Kayak brand please visit 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 and kayaks, Extrasport®, Lendal™ paddles and Carlisle® paddle gear, Minn Kota® motors, Cannon® downriggers, Humminbird® fish finders, Scubapro® and UWATEC® dive equipment, and Eureka!® tents. Visit Johnson Outdoors online at www.johnsonoutdoors.com.

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