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## OCEAN KAYAK™ INTRODUCES NEW PEEKABOO™

### Unique, Built-In Viewing Window Provides Glimpse Into Underwater World

**Ferndale, Wash. (August 7, 2007)** Ocean Kayak™, a pioneer in the world of sit-on-top kayaks, today introduced a revolutionary new kayak dubbed the Peekaboo™. Built on a traditional Ocean Kayak™ sit-on-top platform, the Peekaboo™ adds a unique new component to the paddling equation - a large, in-deck viewing window that allows the user to observe the watery world beneath the boat while paddling.

A supremely stable kayak, the Peekaboo™ is ideal for casual fun on the water. It can be paddled solo but also includes a child's jump seat in the bow that will handle an additional passenger (up to 100 lbs). The Peekaboo™ viewing window is made from durable, scratch-resistant plastic and performs well under a variety of weather conditions ranging from bright sun to clouds. The window, which is situated conveniently for both paddler and passenger, is also leak proof, chemical resistant and easy to replace should it ever be damaged, a feature that no other manufacturer can offer.

“A purely recreational boat designed with family fun in mind, the Peekaboo™ is the first affordable sit-on-top kayak to offer a viewing window,” said Sara Knies, Ocean Kayak™ Marketing Director. “The Peekaboo™ frees the user to take in the world beneath their boat without having to worry about stability or other concerns. It's simply a boat that will let you explore for the fun of it.”

The Peekaboo™ features a new built-in handle configuration designed to make re-entry from the water and car topping more convenient. Other amenities include the Comfort Plus™ seat back, extra large tank well with bungee; great for storing a mask, fins and snorkel, molded-in cup holders and bottle holders, paddle keepers and optional 6” hatch.

Key specifications for the Ocean Kayak™ Peekaboo™ include:

- Length: 11'10"
- Width: 34"
- Weight: 65 lbs
- Maximum capacity: 250lbs
- In-deck window for underwater viewing
- Child's jump seat
- SRP: \$899 US



The Ocean Kayak™ Peekaboo™ is currently available through authorized Ocean Kayak™ dealers. For more information about the brand and our latest boats please visit [www.oceankayak.com](http://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, **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 \$396 million in 2006. Visit Johnson Outdoors online at [www.johnsonoutdoors.com](http://www.johnsonoutdoors.com).

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