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FOR IMMEDIATE RELEASE

**SIDEKICK KAYAK ACCOMMODATES PADDLER AND CHILD OR PET
Unique, New Boat From Ocean Kayak Responds to Paddlers' Needs**

SALT LAKE CITY (Aug. 12, 2004) – Taking a cue from paddlers unable to find a way to enjoy their sport with their young child or even a furry friend, Ocean Kayak, today introduced the SideKick, a sit-on-top kayak that comfortably and safely accommodates a paddler along with a small child or pet.

"The SideKick provides an entirely new boating experience," says Ocean Kayak Marketing Director Sara Knies. "It is the only kayak that was specifically designed to allow recreational paddlers to share their on-water time with their small son or daughter -- or even their dog or cat. It tracks well and handles easily, even with a passenger on board."

The compact and highly stable SideKick, measuring just over 12 feet long and 32.5 inches wide, is designed for any paddler looking to have fun on the water. The molded-in seat wells with backs hold an adult in comfort and provide a variety of seating options for a child or pet (up to 90 pounds).

The SideKick is a high-volume boat that weighs 52 pounds and accommodates paddlers up to 275 pounds (maximum weight capacity of 300-350 lbs). The seat well is dry but is not so high as to sacrifice stability. Both the adult and child have comfortable seat backs to provide support on longer trips. The SideKick also boasts an upswept bow design that keeps a child or pet dry while paddling through waves. Other standard features include molded-in foot wells; a convenient six-inch center hatch with a unique, molded-in storage bucket perfect for sunglasses, keys or other small items; side-mounted carrying handles; three paddle keepers; bungee; deck lines; tank well with removable bungee; and molded-in cup holders.

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Like all Ocean Kayak models, the SideKick'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 sit-on-top design lets paddlers enjoy kayaking without having to learn difficult self-rescue maneuvers.

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 on the SideKick and other Ocean Kayak products visit
www.oceankayak.com

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