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BACKGROUND

**OCEAN KAYAK™
World's # 1 in Fun and Ease for Sit-On-Top Kayaks**

FERNDALE, Wash. – A pioneer in the world of kayaking, Ocean Kayak™ launched one of the world's first sit-on-top kayaks more than 30 years ago in Malibu, Calif. Named "Ocean Kayak™" to stand-out from the down-river kayaks of the day, the company has grown to become the world leader for sit-on-top kayaks, making a wide variety of fun, nimble and colorful 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. Fans of Ocean Kayak™ – from beginner and advanced paddlers – point to safety, ease of re-entry and comfort as their reasons for choosing sit-on-tops. And those factors have earned Ocean Kayak™ big points with divers and anglers as well.

Ocean Kayak™ products are built for durability and lasting looks using linear polyethylene, which provides remarkable impact resistance compared to fiberglass. Plus, unlike its competitors, Ocean Kayak™ enhances enjoyment on the water by making comfortable, adjustable seat backs standard on its "Premium" line boats. Paddlers who choose Ocean Kayak™ find they just need to grab a paddle and a PFD, and they're good to go! Other features for convenience and comfort include side-mounted carrying handles; molded-in cup holders and tank wells; optional screw-in hatches; bungee and more!

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The Ocean Kayak™ commitment to bringing “paddling to the people” is getting attention. SideKick was named a 2005 “Paddler’s Pick” by Paddler magazine. Also, the Prowler 13 and Zest Two EXP earned honorable mentions.

In 2006, Ocean Kayak™ introduces two new models to its already well-rounded lineup. The Scrambler XL is a refreshed version of the highly popular and classic Scrambler. Focusing on the specific needs and body types of female paddlers, Ocean introduces the Venus 11, a roomier, lightweight update of its original Venus 10.

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®, Escape® electric boats, Minn Kota® motors, Humminbird® fish finders, Scubapro® and UWATEC® dive equipment, and Eureka!® tents. The company has 24 locations around the world, employs 1,500 people and reported annual sales of \$355 million in 2004. 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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