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FOR IMMEDIATE RELEASE

**VENUS 11 MAKES A DIFFERENCE, ONE WOMAN AT A TIME
One Percent of Kayak's Gross Sales to Benefit Breast Cancer Fund**

SALT LAKE CITY (August 11, 2005) – When does a kayak become more than a boat? When it touches not only the life of the woman paddling it, but the lives of thousands of women touched by breast cancer.

Designed for women, by women, the Ocean Venus lets women get the most out of paddling a sit-on-top kayak. Building on the successful launch of the Venus 10 in 2002, Ocean Kayak™ now presents the Venus 11, offering female paddlers even more ease-of-use and amenities in a recreational kayak. The roomy seat well accommodates full hips but is still lean enough to allow for a comfortable, effective paddle stroke. Its light weight (just 40 pounds), combined with its innovative car top handling system, makes Venus extremely easy for almost any woman to load and unload.

Best of all, one percent of gross sales from the Venus 10 and Venus 11 is donated to the Breast Cancer Fund.

“Many of us have been affected by breast cancer through our families, friends or perhaps even on a more personal level,” said Helen Johnson-Leipold, chairman/CEO of Johnson Outdoors. “The Breast Cancer Fund is a wonderful cause, and we believe the funds contributed through the sale of the Venus 10 and Venus 11 can help the ongoing effort of identifying the causes of breast cancer and preventing the disease.”

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According to American Cancer Society estimates, more than 200,000 women will be diagnosed with breast cancer in 2005; 40,000 will die from the disease.

The Venus 11 was designed specifically to account for a woman's shape and center of gravity. This highly stable boat is ideal for day paddling, photography, bird watching and other on-water recreation. The Venus 11 is an inch wider (28.5 inches) and nearly a foot longer (10 feet 8 inches) than its predecessor and has increased maximum weight capacity (200–220 pounds). And, at 40 pounds, it weighs only six pounds more than the original Venus.

A comfortable seatback will be standard in both the Venus 10 and Venus 11 starting in 2006. The Venus 11 will also feature a molded-in cup holder, paddle keeper, MP3 player mount and six-inch center hatch with storage bucket for items such as keys or a cell phone. Popular features carried over from the Venus 10 include side mount handles, a handle on the deck area for easy car top loading and a large stern tank well for on-deck storage. A bow hatch with neoprene cover is optional.

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 the Venus 11 and other Ocean Kayak™ products,

log on to www.oceankayak.com.

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