



**Media contact:**  
Cynthia Georgeson  
262/631-6653 (office)  
262/770-1022 (cell)  
[cgeorges@johnsonoutdoors.com](mailto:cgeorges@johnsonoutdoors.com)

**FOR IMMEDIATE RELEASE**

**OLD TOWN® CANOES & KAYAKS**  
**Classic Looks with Innovative State-of-the-Art Features**

**OLD TOWN, Maine.** – Heritage. Quality. Craftsmanship. Innovation. These are the hallmarks of Old Town® Canoe Co. that make it stand out in a fast-paced, disposable world. As the largest and oldest manufacturer of canoes and kayaks, Old Town® successfully blends the performance of modern materials and design with the time-honored look and feel of traditional paddle craft. It's no wonder Old Town® has been leading the industry since 1898.

Old Town® also introduces a variety of boats in new materials and reveals innovative kayaks in its “class of ’06.” The brand adds to its kayak line the playful-yet-stable Cayuga 146 and Cayuga 166 touring sea kayaks, which are new options for the intermediate or advanced kayaker who wants to explore coastal shores or larger bodies of water, take overnight trips and choose other adventures. As if that weren't enough, Old Town® also unveils the re-designed Loon kayak series, updating the iconic boat that virtually invented the recreational kayak category.

Outfitters and expedition paddlers continue to make Old Town® canoes the hardest-working canoes in the industry by choosing them over other brands time and time again. Thousands of beginning and casual paddlers feel at home in the stable, non-confining Old Town® recreational kayaks such as the Loon series. Sportsmen looking for a stable platform with lots of insightful details will appreciate Old Town® products, such as the Predator Series of

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canoes and kayaks, which was designed by and for anglers and hunters. Finally, there are Old Town® classic wooden canoes – traditional designs artfully handcrafted on forms that have been used for generations.

Naturally, every boat still bears the “Old Town®” nameplate as a mark of authenticity and the Old Town® commitment to quality. Even the look of the boats themselves reflects the simple elegance that people have come to expect and to trust from Old Town®.

**Old Town®** 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](http://www.johnsonoutdoors.com).

**For more information about Old Town® and its family of canoes and kayaks, log on to [www.oldtowncanoe.com](http://www.oldtowncanoe.com).**

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