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## **OLD TOWN LAUNCHES NEW CAMDEN KAYAKS**

### **Sleek, Sophisticated Designs Bring Performance and Luxury to Recreational Kayaking**

**Old Town, Maine (June 21, 2010)** Old Town Canoes & Kayaks, a brand steeped in tradition and innovation for over a century, today launched the new Camden series. Two fresh rec-class kayak models, the Camden 106 and Camden 120 boast smooth lines, proven design and clever feature sets to successfully deliver a superior on-water experience.

Recreational kayaks with sophisticated aim, Old Town Camden kayaks are stable, comfortable, easy-gliding boats built for the discriminating paddler. Camden kayaks include a smartly designed dashboard engineered to keep personal items close at hand. The dashboard includes mounting areas for GPS or rod holders and a 4-inch dry hatch for secure storage of smaller valuables like wallets, keys or cell phones. Additionally, Camden kayaks come with a rubberized cup holder affixed to the dashboard for extra storage that is easy to access.

“Old Town Camden kayaks are setting a new bar for recreational kayaks in the marketplace,” said Old Town Marketing Director Sara Knies. “The Camden’s combination of convenience, styling, performance and remarkable price is changing the model of what consumers expect to find in a recreational kayak.”

Old Town Camden kayaks feature the comfortable Active Comfort System (ACS) seat with an intuitive adjustment system, multi-laminate construction for optimal support and an enhanced seating surface for superior airflow and drainage. The four-way adjustable seat tailors individual backrest height, thigh and lumbar support, and backrest angle to provide a truly customized ride. ACS thigh pads and adjustable foot pegs add increased maneuverability and control.

Additional innovations on the new Camden kayaks include the distinctive new Click Seal™ hatch system with bulkhead. This unique stern hatch is hinged for easy access and includes a superior seal designed to keep gear dry over the long haul. Camden kayaks also feature a forward thinking bungee system intended to provide paddlers with a variety of on-deck storage options.

Key specs for the Camden kayaks include:

Camden 106  
Length: 10’6”  
Width: 29”  
Weight: 50 lbs  
SRP: \$799

Camden 120  
Length: 12’6”  
Width: 28.5”  
Weight: 54 lbs  
SRP: \$899

Also available in an Angler edition.

The new Camden kayaks will be available through authorized Old Town dealers in July 2010. For more information on Old Town's fine canoes and kayaks please visit our website at [www.oldtowncanoe.com](http://www.oldtowncanoe.com) or join us on the social web at <http://www.facebook.com/OldTownCanoe> or <http://www.youtube.com/oldtowncanoeandkayak>

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' familiar brands include, among others: Ocean Kayak™, Necky® kayaks, Old Town® canoes and kayaks, Extrasport®, Carlisle® Paddle Gear, Minn Kota® motors, Cannon® downriggers, Humminbird® fish finders, SCUBAPRO® dive equipment, and Eureka!® tents. Visit Johnson Outdoors online at [www.johnsonoutdoors.com](http://www.johnsonoutdoors.com).

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