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OLD TOWN® CELEBRATES 25th ANNIVERSARY OF DISCOVERY™ CANOE

First Rotomolded Canoe Continues to Define Quality and Tradition

Old Town, Maine (July 7, 2008) Old Town® Canoes & Kayaks, a leader in the paddlesports community for over a century, will celebrate the 25th anniversary of the launch of the revolutionary Discovery™ canoe. Introduced in 1984, the Discovery 174™ canoe was the industry's first ever rotomolded canoe and forever changed the way canoes and kayaks are made.

The Discovery™ canoe has been a favorite of outfitters, guides and individual paddlers for 25 years thanks to its craftsmanship and legendary performance on the water. To commemorate this milestone Old Town® is launching the new Discovery Sport15™, a versatile square stern canoe which can be paddled, rowed or motored. The Discovery Sport 15™ offers great stability, ample storage room and can handle up to a 5 H.P. outboard motor.

“Over the past 25 years our Discovery™ canoes have developed a following as they’ve become a symbol of Old Town® quality,” said Sara Knies, Director of Marketing for Old Town® Canoes & Kayaks. “The spirit of innovation that led to the rotomolding process and in turn to the Discovery canoe is still alive and well within Old Town today and we are most pleased to celebrate this 25th anniversary with our loyal customers, dealers and staff,” concluded Knies.

Developed by renowned Old Town® craftsman Lew Gillman, rotomolding is now an industry wide standard in manufacturing plastic boats. Through the rotomolding process, an intricate method of heating resins in an oven while rotationally molding them along two axis's, the Discovery's hull is a scientifically-designed structural sandwich that includes a layer of closed cell foam surrounded by layers of high-density polyethylene. Today, the Discovery™ canoe series consists of the popular Discovery 158™, Discovery 169™, the Discovery 119™ solo canoe and the new Discovery Sport 15™.

The legendary Discovery canoes are available through authorized Old Town® dealers throughout the United States and Canada. The new Discovery Sport 15™ will be available in July. For more information please log onto www.OLDTOWNCANOE.COM.

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 Watercraft brands include, among others: **Ocean Kayak™**, **Necky®** kayaks, **Old Town®** canoes and kayaks, **Extrasport® PFD's and Tech Wear**, **Lendal®** paddles and **Carlisle®** paddle gear. Visit Johnson Outdoors online at www.johnsonoutdoors.com. ###