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OLD TOWN® LAUNCHES NEW HERON™ KAYAKS

Old Town, Maine (June 27, 2011) Old Town Canoes & Kayaks, an industry leader since 1898, today introduced its new Heron kayak series. Versatile and family-friendly, Old Town Heron kayaks represent a new generation affordable and reliable recreational kayaks.

Lightweight and maneuverable, Old Town Heron kayaks offer superior stability, solid tracking and large cockpits for stress-free entry and exit. Other key features include adjustable foot braces, padded Comfort Flex seat with seat back, molded-in handles and cup holder.

“We feel the Heron with its combination of features, performance and price really hits a sweet spot in the recreational kayak market,” said Old Town Marketing Director Sara Knies. “Our designers took cues from consumer feedback and blended that with features and benefits from some tried and true Old Town designs to help raise the bar in the new generation of recreational kayaks.”

Heron kayaks are available in base models as well as XT versions which feature a rear hatch, paddle keeper, comfortable thigh pads and additional seat padding. Angler models with fishing specific features including rod holders and an anchor trolley will also be part of the series.

Key specs:	Heron 9	Heron 11
Length:	9' 6"	11'
Width:	28.5"	28.5"
Depth:	13"	13.5"
Weight:	39 lbs	47 lbs
Max Capacity	225-300 lbs	250-325 lbs
Base MSRP:	\$349.99 USD	\$449.99 USD
XT MSRP:	\$429.99 USD	\$529.99 USD
Angler MSRP:	\$429.99 USD	\$599.99 USD

The new Heron kayaks will be available through authorized Old Town dealers beginning July 2011. For more information on Old Town’s fine canoes and kayaks please visit our website at 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. ###