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OLD TOWN® INTRODUCES NEW VAPOR™ KAYAK SERIES

New Recreational Kayaks Offer Comfort and Versatility at a Competitive Price

Old Town, Maine (July 7, 2008) Old Town® Canoes & Kayaks, a leader in the paddlesports industry for over a century, today introduced the Vapor series kayaks. A collection of seven new boats, Old Town® Vapor™ kayaks range in length from ten to twelve feet long and include standard editions, fully featured XT models and low volume kayaks specific to smaller paddlers.

A compilation of comfortable, stable and versatile recreational kayaks the Old Town® Vapor™ series provides consumers with a group of boats that will cover a wide variety of paddling activities. Ideal for lakes, estuaries and protected coastal waters Vapor™ kayaks offer exceptional primary and secondary stability, a competitive feature set and outstanding durability.

“The Vapor™ series is all about fun and making the water accessible to our consumers,” said Sara Knies, Director of Marketing for Johnson Outdoors Paddlesports. “With this series we’ve tried to provide a ladder of kayaks that will appeal to a wide variety of consumers. They’re tough, stable and offer a myriad of features and capabilities at a great price.”

Vapor™ series kayaks are designed to track well and paddle smoothly. Large cockpits allow for easy entry and exit, while a sling style seat with adjustable backrest provides comfort. Vapor™ kayaks are equipped with adjustable foot pegs and padded thigh braces for a custom fit and superior control. They are also lightweight making them easy to car top, carry and transport.

The new Vapor 10™ kayaks are available in two editions, the standard Vapor 10™ and the upgraded Vapor 10 XT™. The basic Vapor 10™ model is great for beginners just entering the sport, while the Vapor 10 XT™ adds more features for those who enjoy a few more bells and whistles.

The Vapor 12™ is available in five different models, including the Vapor 12 Recycled™ version, a kayak crafted from 100% post-industrial recycled plastic. The standard Vapor 12™ and upgraded Vapor 12 XT™ offer paddlers great options for day trips, nature watching or easy family time on the water, while the low volume Vapor S™ and Vapor XTS™ are sleek, stable and maneuverable kayaks built around the needs of smaller paddlers. Of special note, one percent of the gross sales from Vapor 12 Recycled™ kayaks go to help fund the Waterkeeper Alliance, www.waterkeeper.org.

Old Town® Vapor™ kayaks will be available in a variety of fun new colors, including some tailored specifically for female paddlers. Vapor™ kayaks will be available in July through authorized Old Town® dealers throughout the US and Canada. For more information on our storied brand and our family of canoes and kayaks 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.

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