



Media Contacts:

Mike May
Backbone Media
mike@backbonemedia.net

Sara Knies
Johnson Outdoors
sara.knies@johnsonoutdoors.com

**POPULAR NECKY® ELIZA™ WOMEN'S KAYAK
NOW AVAILABLE IN CARBON FIBER**

Old Town, Maine (June 21, 2010) Necky Kayaks, an industry leader in the design and development of performance kayaks, is pleased to announce that its popular women's specific Eliza kayak is now available in a carbon layout. The Eliza carbon blends space age materials with the experience of Necky's skilled designers to create an incredibly lightweight kayak that is built for distance, performance and speed.

Necky builds each Eliza carbon kayak to exacting standards that translate into a durable, lightweight boat that literally cuts through the water. Offering great edge control, mid-to-high primary stability and excellent secondary stability, the Eliza carbon is ideal for serious sea kayakers and outfitters looking for a stable, comfortable, high-end kayak that can handle a lot of gear.

"The Eliza carbon is a premium touring kayak designed by women for women," said Sara Knies, Necky Kayaks Marketing Director. "Combining top quality materials, the Eliza is an incredibly lightweight, dynamic kayak that can withstand a pounding and carry a load without compromising performance."

The Eliza boasts a roomy cockpit, composite thigh braces for a customized fit, a comfortable Extrasport® seat pad and supportive back band. Equipped with a skeg, the Eliza carbon tracks well and handles reassuringly in strong currents, wind chop and convoluted waters. Other key attributes include plenty of storage capacity, sealed bulkheads and hatches featuring the popular, easy to open Cross Lock™ hatch system and reflective deck rigging for added safety.

Necky Eliza carbon kayaks will be available through authorized Necky dealers in Fall 2010. Key specs: Length: 15'3", Width: 21", Weight: 40 lbs, SRP: \$3,249.

For more information on Necky's family of kayaks please visit us at www.neckykayaks.com, <http://www.facebook.com/NeckyKayaks> or <http://www.youtube.com/neckykayaks>

Necky® kayaks 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.

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