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NECKY® UNVEILS NEW LOOKSHA 17™ COMPOSITE KAYAK: THE NEXT GENERATION OF PERFORMANCE TOURING BOATS

Sporty, High-Volume Composite Fiberglass Kayak Offers Outstanding Comfort and Control and Excellent Stability

Ferndale, Wash. (August 7, 2007) – With its distinctive dolphin bow, rudder and multi-edged, hard-chined hull, the lines of the new Necky® Looksha 17™ are reminiscent of the classic touring models that first made Necky® famous. Paddlers, however, will quickly find that this latest evolution utilizing an Advanced Composite Fiberglass lay-up represents a quantum leap forward in comfort, fit and performance.

Offering great edge control, mid-to-high primary stability and excellent secondary stability, the 17-foot, six-inch Looksha 17™ accommodates larger paddlers extremely well and delivers a comfortable, ergonomic, performance-oriented fit for all sizes. Among other features, the Looksha 17™ boasts a roomy cockpit, composite thigh braces for a customized fit, a comfortable Extrasport® seat pad and supportive back band.

“The Looksha 17™ is built for paddlers who enjoy multi-day touring and camping,” said Sara Knies, Necky® Kayaks Marketing Director. “A true sea kayak, the Looksha 17 composite is stable, glides beautifully through calm waters, handles the rough stuff like a champ and is outfitted to be incredibly comfortable over long distances.”

Rudder equipped, the Looksha 17™ tracks well and handles reassuringly in strong currents, wind chop and convoluted waters. And true to its roots, the Looksha 17™ has plenty of storage capacity for extended touring and expedition work, offering sealed bulkheads and hatches featuring the popular, easy to open Cross Lock™ hatch system with neoprene covers.

The new Necky® Looksha 17™ will be available in Fall 2007. L:17'6". W: 23.75". Weight: 55 lbs. MSRP: \$2,999 US. For more information on any of Necky®'s fine family of kayaks please visit www.neckykayaks.com.

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, **Lendal™** paddles, **Escape®** electric boats, **Minn Kota®** motors, **Cannon®** downriggers, **Humminbird®** fish finders, **SCUBAPRO®** dive equipment, and **Eureka!®** tents. The company has 23 locations around the world, employs 1,300 people and reported annual sales of \$396 million in 2006. Visit Johnson Outdoors online at www.johnsonoutdoors.com. ###

