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NECKY[®] KAYAKS INTRODUCES NEW LOOKSHA ELITE COMPOSITE KAYAK

Ferndale, WA (June 18, 2009) Necky Kayaks, a leading designer of performance kayaks, today introduced its newest innovation, the Looksha Elite. A composite, expedition style kayak with incredible carrying capacity the Looksha Elite blends premium materials with the experience of Necky[®]'s skilled designers to create a lightweight yet durable kayak.

A quick and efficient distance boat, the Looksha Elite has a long waterline and good glide on flat water, yet is built with enough rocker to pull through in windy and rough conditions. Rudder equipped, the 17-foot, 22-inch wide Looksha Elite tracks well and handles reassuringly in strong currents, wind chop and heavy water.

The Looksha Elite boasts a roomy cockpit, padded thigh braces for superior handling and control, and a molded foam, touring seat with supportive back band for all day comfort. Other key features include bow and stern hatches with sealed bulkheads, the innovative SmartTrack[™] foot pedal control system and reflective deck rigging for added safety.

“The Looksha Elite is ideal for serious sea kayakers and outfitters looking for a stable, comfortable, high-end kayak that can handle a lot of gear,” said Sara Knies, Senior Brand Manager for Johnson Outdoors Paddlesports. “By working with renowned composites manufacturer Cobra International we were able to leverage their technology and experience with fiber-reinforced composites with our design team’s vision to create a kayak that can deliver under even the most demanding paddling conditions.”

Specs include: Length: 17’, Width: 22”, Weight: Carbon 49 lbs / Fiberglass 52 lbs.

Necky Looksha Elite composite kayaks will be available this fall through authorized Necky dealers throughout the United States and Canada. For more information on the Looksha Elite or any of Necky’s 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, Minn Kota[®] motors, Cannon[®] downriggers, Humminbird[®] fish finders, SCUBAPRO[®] dive equipment, and Eureka![®] tents. Visit Johnson Outdoors online at www.johnsonoutdoors.com. ###