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NECKY® KAYAKS INTRODUCES NEW RIP™ KAYAK

**Lively Day Touring Kayak Brings Necky's
Legendary Performance Heritage to Recreational Class**

Ferndale, WA (June 18, 2009) Necky Kayaks, a leading innovator in the design, development and manufacture of premium kayaks, today introduced the new Rip kayak. Bringing Necky's legendary performance heritage to the recreational class, the Rip is a lively, playful beginner to intermediate kayak that will help consumers grow their skills while enjoying time on the water.

Ten and a half feet in length with a sharp keel, the Rip offers tremendous glide for a boat its size. The Rip features a Quick-Seal stern hatch with bulkhead that provides ample, dry storage and added security, while a Comfort Flex™ seat, with specially engineered foam seat base and lower back pad, delivers all day comfort.

“When we set our sights on developing the Rip we took aim at building not only the finest rec boat on the market, but also a kayak that offered performance at an affordable price,” said Sara Knies, Senior Brand Manager for Johnson Outdoors Paddlesports. “The Rip is outfitted with a complete feature set and attributes not offered in traditional recreational kayaks.”

Built with moderate rocker the Rip provides a dynamic, yet dry ride. The boat's roomy cockpit is designed for easy entry and exit; sensitive control and that “one with the boat feeling”, while soft padded thigh pads provide added handling and control.

Necky Rip kayak has a suggested retail price of \$599 and will be available this summer through authorized Necky dealers throughout the United States and Canada. For more information on 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.

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