



Necky Launches New Ultralite Touring Kayaks

Thirteen and Fourteen-Foot Manitou™ UltraLite™ Kayaks Ideal for Day Tripping

Ferndale, Wash. (August 7, 2007) Necky® Kayaks, a leader in the design and development of performance kayaks, is pleased to introduce two new composite fiberglass kayaks, the Manitou 13™ UltraLite™ and Manitou 14™ UltraLite™. Of the lightest day touring kayaks on the market today, the new Necky® Manitou™ UltraLite™ models combine the comfort and stability of a recreational boat with the feel and glide of a performance touring kayak.

Both Manitou™ UltraLite™ models feature a fiberglass lay up and a continuous cored construction throughout for a lighter and stiffer product in comparison to most traditional composite kayaks; technologies that translate into boats that are efficient, responsive and incredibly tough. Weighing in at less than 40 pounds, the new Manitou™ UltraLite™ kayaks are easy to handle both on and off the wa

“Our new Manitou™ UltraLite™ kayaks are designed with specific paddlers in mind,” said Sara Knies, Director of Marketing for Necky® Kayaks. The 13’ is more recreational, while the 14’ lends itself to those who favor longer adventures. What they share in common is that each is designed for the paddling enthusiast who is looking for a boat that will grow with them and help them maximize their enjoyment on the water.”

<u>Key specs include:</u>	<u>Manitou 13</u>	<u>Manitou 14</u>
Length:	12’ 10.5”	14’ 4”
Width:	24.75”	24”
Weight:	34 lbs	39 lbs
SRP:	\$1,999 US	\$2,349 US

Both Manitou™ UltraLite™ models feature a composite seat pan with comfortable foam cover, supportive back band and adjustable foot pedals. The Manitou 13™ features a stern hatch with bulkheads, while the Manitou 14™ includes bow and stern hatches with bulkheads. The Manitou 14™ is also equipped with a retractable skeg featuring Necky’s own kink-free Necky Wire™.

New Manitou™ UltraLite™ models will be available in July 2007. For more information on Necky’s fine family of kayaks please visit www.necky kayaks.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.