



NECKY® KAYAKS NEW LOOKSHA 14(TM)

Ferndale, Wash. (August 7, 2007) Sleek lines and a large, roomy cockpit are but two of the standout features on the new Necky® Looksha 14™ sea kayak. A sporty, high-volume boat, the Looksha 14 is perfect for recreational paddling or coastal exploring, yet still offers the stability and tracking needed for longer excursions.

A slightly more compact version of the popular Looksha 17™, the Looksha 14™ is designed to bring any paddler's skills to the next level. It combines great edge control and a smooth transition between primary and secondary stability with an ergonomic fit that allows for a variety of sized paddlers to pilot the boat in comfort.

A decidedly well-outfitted boat, the Looksha 14™ comes complete with a comfortable Extrasport™ seating system, Comfort Fit thigh braces, adjustable foot pegs and the easy to open Cross Lock™ hatch system with neoprene Rudder is optional and the Looksha 14™ available in both standard and outfitter version (with large back band and Extrasport seat pad).

"We've found that from a consumer perspective fourteen feet really seems to hit the sweet spot in what people are looking for in a kayak," said Sara Knies, Necky® Kayaks Marketing Director. "The Looksha 14 offers much of the performance, features and benefits of its bigger cousins but in a more approachable package for the recreational paddler."

Key features and specifications include

- Length: 14' 1.5", Width: 24.5", Weight: 57 lbs
- Constructed using premium Linear Select™ polyethylene
- Comfortable Extrasport™ seating system
- Comfort Fit™ thigh braces
- Reflective deck rigging including a perimeter safety line and deck bungee with paddle storage fore and aft
- Large Cross Lock™ hatch system with neoprene covers
- Adjustable foot braces
- Inserted recessed no snag deck fittings
- Two bonded and sealed bulkheads
- Standard and outfitter version with ruddered and non-ruddered option

The new Necky® Looksha 14™ is currently available through authorized Necky® dealers. SRP: \$1,099 (standard), \$1,299 (with rudder). For more information on the Looksha 14™ or 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.