



EUREKA! N!ERGY TENT SERIES AWARDED 2007 OUTDOOR INNOVATION AWARD

BINGHAMTON, N.Y. (August 14, 2007) – ReserveAmerica has awarded the Eureka! N!ergy tent series its Outdoor Industry Innovation Award, which recognizes the company and new product launch that inspires outdoor enthusiasts while enhancing the experience of outdoor recreation. Eureka!'s N!ergy is a series of tents wired for power with the E! Power™ system, which enables campers to use convenient 12-volt accessories such as lights, fans or mattress pumps right inside the tents. Each year, ReserveAmerica recognizes the most innovative, creative and leading new product with its Industry Innovation Award. The Eureka! N!ergy tent series was selected from thousands of products from all major categories as the overall industry winner for 2007.

"We are proud to recognize Eureka! and its N!ergy tent line with the Outdoor Industry Innovation Award," said John McDonald, director of marketing & business development for ReserveAmerica. "Eureka! has developed a product that truly revolutionizes the camping experience for the new generation of outdoor enthusiasts and matches the needs and lifestyle of the customer, creating a new benchmark for the industry."

"Eureka! is committed to providing innovation that will bring more families into the world of camping, and the N!ergy tent series certainly enhances that experience by bringing the comforts of home to the outdoors," said Linda Grebe, product manager for Eureka! tents. "We have taken consumer preference to heart with our E! Power system, and it is such a privilege to have the industry acknowledge its success. We at Eureka! will treasure this award for a long time."

The award will be on display at the Johnson Outdoors booth at the Outdoor Retailer Summer Market (booth #27027). The award itself was designed by the world renowned Bennet Gallery of California.

Eureka!'s N!ergy tents use the patent-pending *E! Power™* system, a wiring harness that is integrated into each tent. The system includes three 12v DC (cigarette lighter-type) outlets at various locations inside the tent. The outlets are powered by the *E! Power Pak™*, a portable sealed, lead acid battery that is rechargeable by 110v AC current or by a running car via a 12v DC connector. The E! Power system enables campers to run comfort and convenience features such as lights, fans or mattress pumps with appropriate plugs or adaptors. Depending on the size, the tent prices range from \$149.99 to \$249.99. Add-on accessories available with the N!ergy tent series include the 12v fan and light unit, (\$24.99), 12v cable for charging 12v to 12v (\$9.99) and 12v flexible reading light (\$4.99).

About Eureka!

Eureka!, offering quality tents and sleeping bags for a wide spectrum of campers and environments, is a division of Johnson Outdoors. Johnson Outdoors is a leading global outdoor recreation company that turns ideas into adventure. The company designs, manufactures and markets a portfolio of award-winning, consumer-preferred brands across four categories: Watercraft, Marine Electronics, Diving and Outdoor Equipment.

Johnson Outdoors' familiar brands include: Old Town® canoes and kayaks, Ocean Kayak™, Neck® kayaks, Escape® electric boats, Minn Kota® motors, Humminbird® fishfinders, Scubapro® and UWATEC® dive equipment, Silva® compasses, Tech4o® digital instruments, and Eureka!® tents and sleeping bags. For more information, visit www.eurekatents.com.

About ReserveAmerica

ReserveAmerica is the largest provider of campsite reservations in North America facilitating more than 3 million transactions at more than 100,000 campsites in 48 states. ReserveAmerica is also a leading provider of campground management tools to government and private campground operators offering clients comprehensive reservation systems including: website development, dedicated call-center services, database management tools, local campground management software, and marketing services. ReserveAmerica is owned and operated by Ticketmaster, an operating business of IAC (NASDAQ: IACI).