



OCEAN KAYAK(TM) LAUNCHES PROWLER TRIDENT(TM) 15 FISHING KAYAK

Ferndale, Wash. (August 7, 2007) Ocean Kayak™, a pioneer in the world of sit-on-top kayaks, is pleased to introduce the new Prowler Trident 15™ fishing kayak. Combining input from professional anglers throughout the globe with Ocean Kayak™'s years of experience in the field, the Trident 15™ represents a feature-packed fishing kayak unlike anything else the market has seen.

The Prowler Trident 15™ features everything the serious angler could wish for including the comfortable Comfort Plus™ seat back, a Rod Pod™, Sonar Shield™, transducer compatible scupper hole and much more. As the professional kayak anglers' choice, the Trident 15™ includes the attention to detail that even the most demanding consumer will appreciate, from bow hatches with the easy to open Cross Lock™ system, to the Sonar Shield™ glare reducing cover and extra long leg capacity in the cockpit.

"Our goal was to create the ultimate fishing kayak and we are confident that the Trident 15™ hits the mark," said Sara Knies, Ocean Kayak™ Marketing Director. "Our pro staff had a huge hand in the Trident's development from beginning to end and through them we were able to develop a fishing kayak that delivers on the expectation of the serious angler."

Key features and specifications include:

- Performance hull combines stability with speed
- Comfort Plus™ seat back
- Molded-in foot wells with long leg capacity
- Oversized tank well for live bait well and crate storage
- Rod Pod™ allows you to store your fishing rods from a seated position
- Unique storage tray and mounting system on the Rod Pod™ lid
- First ever Sonar Shield™ provides storage and protection for a fishing finder
- Transducer compatible scupper
- Large bow hatch for plenty of storage and our easy to open Cross Lock™ strap system
- Battery bag
- Base model starts at \$1,029 US. Angler packages also available.

The Ocean Kayak™ Prowler 15™ is rudder optional and as with many of Ocean Kayak™'s fishing kayaks is offered in a number of different Angler Packages to suit a variety of different end users. The Ocean Kayak™ Prowler Trident 15™ is available now. For more information about the brand, our kayak fishing team or any of our latest boats please visit www.oceankayak.com.

Ocean Kayak™ 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®, Lendal™ paddles and Carlisle® paddle gear, Escape® electric boats, Minn Kota® motors, Cannon® downriggers, Humminbird® fish finders, Scubapro® and UWATEC® 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.