



EUREKA! EVOLVES SLEEPING BAG AND ACCESSORIES LINE WITH FIRST-TO-MARKET TECHNOLOGY AND WOMEN'S-SPECIFIC PRODUCT FOR SPRING '08

BINGHAMTON, N.Y. (August 2007)Eureka!, manufacturer of high-quality sleeping bags, tents and accessories for a wide range of outdoor enthusiasts, introduces its new line of camping accessories and women's performance mummy sleeping bags for spring '08. Designed to encourage more consumers to experience the outdoors, Eureka! offers the first ever dual-valve, self-inflating camp pad and its N!ergy pillow with stereo sound. The women's sleeping bags pay close attention to a woman's shape and weight, resulting in sleeker, lighter-weight bags. Eureka! will donate one percent of gross sales from its women's performance sleeping bags to the Breast Cancer Fund.

"We know technology plays a critical role in the outdoor experience, especially as it plays a more central role in daily life," said Tom Gooch, Eureka! sleeping bag product manager. "With solid research behind us, we engineered products that put technology to work in creative ways, delivering a positive camping experience and excellent value. The self-inflating camp pads and the N!ergy pillow are examples of this commitment. To provide our retailers with tools to take advantage of the exploding women's market, we designed product with lighter fills and a better fit for a woman's body. This line will support the Breast Cancer Fund. Lastly, Eureka! accessories add conveniences not available anywhere else in the market – and even a little luxury – to any camping trip."

Eureka! Accessories Tap the Latest Technology

The Eureka! RapidAir pad is the first self-inflating camp pad on the market to offer a dual-valve system, making both inflation and deflation fast and easy. The clearly marked valves keep the air in when you need it and out when you don't. "With this camp pad, there won't be any fumbling with the cap in the race against time before the air fills it back up again," commented Gooch. Available in three sizes, these camp pads offer both comfort and convenience for the outdoor enthusiast. S: 72"x20"x1.5" thick, Retail: \$59.99; M: 77"x28"x2.5" thick, Retail: \$99.99; L: 77"x28"x3.5" thick, Retail: \$119.99.

For campers who crave music in the outdoors, the Eureka! N!ergy pillow is a comfortable pillow that contains two speakers – one on each side for playing music or movies in stereo – and can be plugged into an iPod, MP3, CD, DVD player or laptop. Constructed of soft polyester fleece on the front and polyester taffeta on the back, the N!ergy pillow is 12.5" wide x 3" thick and fits into the pillow pocket on Eureka! sleeping bags. It retails for \$24.99.

Rteq™ Fill Provides Warmth without Adding Weight

Eureka!'s women's mummy bags were designed specifically for the female physique, adding room through the hip area for a more comfortable night's sleep. To ensure extra warmth, Eureka! added insulation in the chest and foot area, where women tend to lose heat the fastest. The mummy bags include the Women's Casper 15° and the Women's Silver City 30°, featuring new Rteq fill that delivers exceptional warmth without the weight. Rteq™ fill is a highly compactable material made from four fibers blended together delivering superior loft, warmth and durability.

The Women's Casper 15° has: a durable 210T polyester diamond-ripstop shell; 2-way non-locking, self-repairing coil zipper for easy use; and a wicking 210T polyester taffeta liner. With double-layer quilt construction, fully adjustable contoured hood, and a full-length draft tube, this bag prevents cold from penetrating. The Women's Casper 15° also has an inside stash pocket for glasses or iPod, an external pillow pocket, and a trapezoidal foot box. A coated polyester compression stuff sack is also included. Regular (78"x31"x20"): 2 lbs., 12 oz.; Long (83"x33"x21"): 3 lbs., 1 oz. Retail: Regular: \$84.99; Long: \$89.99.

Designed for three-season camping, the Women's Silver City 30° mummy bag weighs 2 lbs. for Regular and 2 lbs., 3 oz. for Long, ideal for hiking and backpacking. It features the durable 210T polyester diamond-ripstop shell, a full-length draft tube, a wicking 210T polyester taffeta liner and a 2-way, non-locking, self-repairing coil zipper and a stuff sack. The Regular measures 78"x31"x20" and retails for \$74.99, and the Long is 83"x33"x21" and retails for \$79.99.

Eureka!, offering quality sleeping bags and tents 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™, Necky 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.