



TECH4O® BUILDS ON SUCCESS OF DIGITAL PERSONAL PERFORMANCE LINE FOR SPRING '08

BINGHAMTON, N.Y. (August 2007) – Building upon the success of its entry into the digital personal performance category, Johnson Outdoors' Tech⁴o is introducing its next generation of products at Outdoor Retailer Summer Market. Tech⁴o's spring '08 products embrace the company's philosophy that measuring individual performance encompasses easy to use, precise electronics that take into account the most important elements for reaching individual goals. For hikers, trail runners and backpackers, Tech⁴o unveils the **Traileader** and **Accelerator™ Trail Runner** watches. For outdoor enthusiasts who crave a compass on their wrist at all times, the **NorthStar** watch series delivers three styles to complement any outdoor endeavor. These new products, on display at Outdoor Retailer Summer Market show in Salt Lake City, August 9 - 12, 2007, at Booth #29027, will be distributed through specialty outdoor retailers.

"The Tech⁴o® brand from Johnson Outdoors was created specifically for people who love the outdoors and want to get the most out of their adventures," said Josh Whitney, product manager, Tech⁴o. "Our products have been very successful because they're easy to use, while still delivering accurate measurement and style at a sensible price point. With the enthusiastic response we've seen from consumers, we felt it was important to expand our offerings with even greater functionality for a variety of enthusiasts. Whether you are a hard-core adventurer who craves technical information or a weekend warrior who just loves to get outside and have fun, Tech⁴o has a product that will enhance your experience."

The **Traileader** watch is an essential companion for adventurers who like to have all the information at their fingertips. The Traileader combines speed and distance measurement with an altimeter, barometer, compass and thermometer. Its built-in accelerometer technology is a highly accurate, yet easy to use tool for use in measuring personal speed and distance. There is no longer a need to wear a separate device to measure speed and distance. Other features include a calorie and step counter, as well as pace, time, date, stopwatch and alarm features. The Traileader is available in two distinct designs – one with a ventilated polymer band and a second with a nylon fabric band. Retail: \$139.99.

The Accelerator™ **Trail Runner** is an extension of Tech4o's current lineup of Accelerator watches with design features specifically tailored to the trail runner. The Trail Runner features accelerometer technology to accurately measure speed, distance, calories and steps. It also has time, date, alarm, stopwatch, timer and second time zone features. It is available in both men's and women's versions. Retail: \$59.99.

The Tech⁴o **NorthStar** compass watch series includes a full list of traditional watch features, as well as a digital compass. The Northstar **CW1** and **CW2** are ideal for backcountry use with a durable design that will withstand the elements. They provide advanced digital compass and navigation features including 16-directional indicators; 1 degree bearing increments, bearing lock, reverse bearing, pacing counter, easy calibration, adjustable declination and electro/magnetic distortion warning. They also feature time/day/date, stopwatch, countdown timer, dual time zone, backlight display and are water resistant up to 100 ft. The CW1 retails for \$39.99. The CW2, with a blacked-out reverse display and stainless steel cover, retails for \$49.99.

The **CW3** utilizes hidden LED technology to combine classic timepiece styling with advanced digital features. The digital compass offers an LED display and 1 degree bearing increments, as well as time/date/day features. The CW3 retails for \$59.99.

Tech⁴o, based in Binghamton, New York, designs, manufactures and markets industry-leading instruments that provide feedback on one's personal performance and environment including handheld and watch-style digital computers with functions such as speed, distance, heart rate, altitude, barometric pressure, compass and time, for a number of activities. The Tech⁴o® AirPod was a winner of *Popular Science's* 2006 Best of What's New Award in the recreation category. Tech⁴o, www.tech4o.com, is part of the Johnson Outdoors' family of innovative, market-leading brands. 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.johnsonoutdoors.com.