



EUREKA! INTRODUCES NEXT GENERATION OF SUCCESSFUL N!ERGY

Proprietary Screen House Design Featured in N!ergy and Copper Canyon Series; Backcountry Tents Use Additional Doors, Space and Breathable Fabrics

BINGHAMTON, N.Y., August 2007 — Leveraging the success of its N!ergy and Copper Canyon tents introduced last year, Johnson Outdoors will introduce the next generation of both lines featuring a proprietary screen house design that provides more space with a "living room" like feel for families or large groups. In addition, Johnson Outdoors will unveil a line of recreational tents for a wide variety of conditions ranging from backyard to backcountry.

"We struck a positive note at retail this past year with the N!ergy and Copper Canyon lines," said Linda Grebe, product manager for Eureka! tents. "Consumers confirmed they want the comforts of home and ease of use for their outdoor experience, especially as trips are shorter and less frequent. "We've taken this consumer preference to heart with our E! Power™ accessories, as well as our recreation tents that use breathable fabrics and have more options for access. Enjoying the outdoors is a lot easier and more fun if you have the right gear. With these Eureka! products, campers can truly enjoy the great outdoors at a reasonable price point."

Innovative Screen Houses Provide Added Comfort for Recreational Campers

Eureka!'s new **N!ergy Screen House** features all the benefits of its extremely popular E! Power™ system to power 12v accessories inside. This three-season screen house contains four outlets, each independently controlled by toggles on the ON/OFF power switch, that can power 12-volt lights, fans, radios or other accessories. 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 the **E! Power™ 12v Adapter Cord**. Three of the outlets are detachable, and they can swing to the center of the screen house for convenient table-top use or be tucked back away into the corners of the screen house. The fourth, a fixed outlet, is positioned in the center of the ceiling to power an overhead light or fan. Two full-length doors zip open for easy entry and exit, and mesh walls provide visibility on all four sides and couple with a ground level sod cloth to keep insects outside. This six-pole rectangular screen house has 120 square feet of interior space, making it the ideal spot for gathering the family for meals, etc. The factory installed E! Power wiring system can also be easily removed by unfastening the hook and loop closures of the built-in wiring sleeves. Retail: \$214.90 (including the E! Power Pak, sold separately).

The new **Copper Canyon 1610** is a three-season tent that sleeps six, offering families a cabin-style tent on one side for sleeping and a screen room on the other for dining or enjoying the campsite while protected from the elements. Its near-vertical walls, bathtub floor, sweep-outs on the doors, storage pockets and E! Power port deliver all the comforts of home to the campsite, and its floor is perfectly sized for two cots. The Copper Canyon 1610 has one side-opening, twin-track main entry door to the sleeping room, which features windows for enhanced ventilation. A second, side-opening interior door offers easy passage between the sleeping room and the screen room. The screen room features an inverted exterior T-style door with roll-back storm covers on all openings and an overhead brim. A sod cloth along the side keeps insects from getting inside. Overall size measures 16'x10'x7'3" and weighs 36 lbs., 3 oz. The Copper Canyon 1610 retails at \$299.90.

Backcountry Tents Provide Added Comforts for Adventurers

The **Mountain Breeze** is designed to offer more headroom and legroom for the lightweight, high-end backpacking segment of the camping market. With 20 percent more interior volume than other tents in the category and vestibules with a full 12.5 sq. ft. in front and back for storage, campers can spread out and relax after a long day on the trails. The full panel 40D nylon no-see-um mesh tent body also offers exceptional views of the outdoors and excellent ventilation. This one pole, rectangular tent is constructed of DAC Featherlite NSL aluminum, is ultra simple to set up and has two doors for convenient entry and exit. Utilizing siliconized fabrics, this lightweight, 2-person tent has 30.33 sq. ft. of usable space with a center height of 3'6". The tent also features a bathtub floor and factory sealed seams on fly, floor, and reinforcements. Weight: 4 lbs. 14 oz. Retail: \$299.90.

The three-season **Autumn Wind 2XD** and **3XD** free-standing tents offer campers the added convenience of a second side door, allowing easy entrance and exit from the front or side of the tent. Both offer full mesh panel sides and breathable fabrics to allow for generous air flow throughout the interior. The 2XD measures 7'6"x4'1"x 2'9", weighs 5lbs., 9 oz. and has a retail price of \$199.90. The 3XD measures 7'3"x6'2"x4'9" and weighs 7lbs., 9 oz., with a retail price of \$239.90. Both can easily accommodate taller campers with the tents' extensive floor lengths. Clip attachments and post & grommet assembly also offer ease of set up, light packing weight, and added strength for strong wind conditions.

Specifically designed for use in the colder or more condensation-prone climates, the **Wabakimi 3** 2-pole modified dome tent maximizes air flow with high/low venting doors, a bottom venting fly, and two side vents. Designed for fast entry, its two large twin-track side opening doors also contain windows for increasing air flow. This light weight, self-supporting tent also features two vestibules for convenient exterior gear storage. With its floor size of 8'2"x6'6", the Wabakimi 3 provides more than 53 square feet of usable space. The tent weighs 8 lbs., 3 oz. and retails for \$189.90.

E! Power™ Accessories Provide Added Convenience to Campers

Building from the success of its N!ergy tents launched last year, Eureka! introduces additional E! Power accessories that plug into the N!ergy tents or N!ergy screen house. The **E! Power™ 12v Rope Light** designed exclusively for the N!ergy Screen House, fits easily through the sewn-in loops inside the screen house and works with the E! Power Pak to provide lighting inside. It measures 29'9" of light string and a 5'4" electrical cord. Its energy efficient, clear LED bulbs and a 12v plug with fuse are powered by the E! Power 12v system. (Retail: \$99.99). The collapsible **Dynamo LED Lantern** provides 360° lighting and can be recharged by the E! Power Pak or a wind up (hand crank) generator. It has two settings (high/low) and also features an alert siren (Retail: \$39.99). The **E! Power™ Wet/Dry Vacuum** is also powered by the 12v E! Power System and is ideal for keeping the tent clean. It doubles as an air pump by inserting an attachment for inflating air mats and water toys (Retail: \$22.99).

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.

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