



EXTRASPORT® LAUNCHES NEW LINE OF TECHNICAL PADDLING APPAREL

Ferndale, Wash. (August 7, 2007) Extrasport®, a brand trusted by outdoor professionals worldwide for more than 30 years, is pleased to introduce their new 2007 collection of paddling outerwear. A comprehensive line of technical, yet stylish paddling apparel, the new Extrasport® Tech Wear includes dry tops, spray tops, base layers and paddling pants for men and women.

Featuring the latest micro-porous, breathable, stretchable fabrics and technology, Extrasport® Tech Wear enhances freedom of movement while keeping paddlers comfortable and dry. Durable and lightweight, Extrasport® tops and pants are waterproof and windproof. And owing to the brands' rescue heritage, the line employs 3M™ reflective strips and logos to provide an extra layer of safety to the paddling experience.

"Innovation is the driving force behind the Extrasport® brand and we do our best to cater to our customers who want real quality and true value in proven designs," said Chris Heffernan, Marketing Director for Extrasport®. "Our new 2007 Tech Wear collection is the culmination of years of collaboration between top designers, fabric experts, pro paddlers and our in-house specialists."

Product categories and key pieces within the new Extrasport® Tech Wear line are listed below. For a look at the complete Extrasport® Tech Wear collection log onto http://www.extrasport.com/category/tech_wear.aspx

Dry Tops: X-Pert Flex Plus – Simply the most bomb-proof dry top ever created, the Flex Plus is engineered to work with the body's natural paddling motions and movements. The 4-way Stunner Stretch material across the back, shoulders and sleeves affords incredible comfort and range of motion, while the Entrant Dermizax™ layer waterproof/breathable membrane expels body moisture twice as fast as competitive materials, yet still keeps the user warm and dry. A rubber gasket neck, adjustable double-chimney waist and wrist closures with Velco™ provide a tight seal all around. Colors: Turtle Green, Beacon Red. SRP: \$275.

Spray Tops: X-Pel H2O – Available in both short and long sleeve styles, the X-Pel H2O Spray Tops are waterproof, lightweight, easily compressible and highly breathable. Constructed from 2-layer Toray™ stretch fabric with an Entrant™ GII coating the X-Pel H2O garments deliver everything the paddler needs to stay protected on the water. Colors: Turtle Green, Dolphin Grey. SRP: \$125.

Pants: X-Treme Pant – Built specifically for the paddler who wants to be comfortable, yet safe, dry and warm on the water X-Treme Pants are available in men and women styles. Combined with Tech Wear tops they ensure top-to-bottom protection from the elements with Entrant™ DT 2.5 layer windproof, waterproof, breathable material. Colors: Navy Blue (men), Dolphin Grey (women). SRP: \$150.

Base Layers: Long Sleeve Top – The perfect performance layer under any paddling jacket, or on it's own, Extrasport® base layers utilize moisture wicking, breathable fabrics and a loose fit to keep paddlers comfortable, dry and protected from the elements. Base layers are also available in short sleeve designs. Colors: Turtle Green/Light Grey (men), Periwinkle (women). SRP: \$36 (SS) - \$50 (LS).

Extrasport® 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®**, **Carlisle®** Paddle Gear, **Lendal™** Paddles, **Escape®** electric boats, **Minn Kota®** motors, **Cannon®** downriggers, **Humminbird®** fish finders, **SCUBAPRO®** 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.