



## OLD TOWN® ADDS TWO NEW MODELS TO POPULAR CAYUGA(TM) KAYAK COLLECTION

**Old Town, Maine (August 7, 2007)** Old Town® Canoes & Kayaks, a leading paddlesports brand steeped in the tradition of making the on-water experience comfortable, enjoyable and accessible for all, is pleased to announce the release of two new recreational kayaks, the Cayuga™ 110 and Cayuga™ 130. New for 2008, these innovative boats complete a line of remarkable recreational and day touring watercraft that also includes the redesigned Cayuga™ 146 and original Cayuga™ 160.

The Old Town® Cayuga™ 110 and 130 are primarily designed for day use. Both have all the comfort-centric design features that have made the Cayuga™ a paddlesports favorite, including excellent primary and secondary stability, spacious easily accessible hatches, comfortable Extrasport® XtraComfort™ seats, paddle keepers, adjustable foot pegs and padded thigh braces for comfort and control.

“The Cayuga™ family was created with the single-minded focus of keeping the users mind free from thoughts about stability, so they can fully concentrate on enjoying their time on the water,” said Chris Jacobs, Director of Marketing for Old Town®. “With the addition of the Cayuga™ 110 and 130 and the redesigned Cayuga 146 we have been able to create a ladder of usage opportunities within the series to help bring our customers closer to their paddling goals.”

Key specifications of the Cayuga 110 and Cayuga 130 include:

	<b>Cayuga 110</b>	<b>Cayuga 130</b>
Length	10' 11"	13'
Width	26.5"	25"
Cockpit	16.5" x 40"	16" x 34.5"
Weight	46 lbs	52.5 lbs
SRP:	\$799	\$929

All new and existing Cayuga™ models are available at authorized Old Town® dealers throughout the United States and Canada. For more information about Old Town® and its family of canoes and kayaks, please log on to [www.oldtowncanoe.com](http://www.oldtowncanoe.com).

**Old Town®** 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™** and **Carlisle®** paddles, **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](http://www.johnsonoutdoors.com).