



NECKY® UNVEILS NEW ELIZA(TM) ULTRALITE(TM) KAYAK FOR WOMEN

Ferndale, Wash. (August 7, 2007) Necky® Kayaks, a leader in the design and development of performance kayaks, today introduced the new women's-specific Eliza™ UltraLite™ kayak in a fiberglass lay-up. One of the lightest women's kayaks on the market today, the Eliza™ UltraLite™ combines innovative design and cutting-edge materials to create a kayak that optimizes hull speed and efficiency, reduces drag and results in an amazing on-water experience.

Bringing performance, style and grace to the touring kayak category the Eliza™ UltraLite™ has been specifically engineered for the small to medium female frame. The Eliza™ ergonomically designed cockpit is wider to account for a women's center of gravity and shorter in length allowing for easier spray deck installation and removal. The shallow V-shaped hull is very reactive to slight edging, yet provides an excellent balance between tracking and maneuverability.

"The new Eliza™ UltraLite™, designed for women by women, sets a new standard in touring kayaking," said Sara Knies, Director of Marketing for Necky® Kayaks. "Using a continuous cored construction throughout the boat allows for a stiffer and lighter hull which translates into an extremely durable kayak with superior efficiency and responsiveness on the water. This is the dream boat for every woman who loves to paddle."

The Eliza™ UltraLite™ is narrower than the poly version and outfitted with a retractable skeg featuring kink free Necky Wide™. Advanced female paddlers will appreciate how the low profile and cockpit dimensions of the Eliza™ UltraLite™ allow flexibility for rolling, bracing, surfing and spirited paddling. And at forty pounds, it's one of the lightest production kayaks in the world, both easy to load on your car and a joy to paddle. Other key features include bow and stern Valley™ hatches with bulkheads, plush EVA molded foam seat, supportive back band and molded-in composite thigh braces.

Johnson Outdoors Inc., parent company to both Necky® and Ocean Kayak®, is proud to promote a healthy, active lifestyle for women and donates one percent of gross sales from all women's-specific kayaks to the Breast Cancer Fund. Since 2002, this program has resulted in donations totaling more than \$30,000 in the fight against breast cancer. For more information on the Eliza™ or any of Necky's fine family of kayaks please visit www.neckykayaks.com. SRP: \$2,599 US.

Necky® kayaks 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.