



OCEAN KAYAK(TM) LAUNCHES NEW CAPER(TM) LADY ANGLER

Ferndale, Wash. (August 7, 2007) Ocean Kayak™, a pioneer in the world of sit-on-top kayaks, is pleased to introduce their latest women's-specific fishing kayak, the Caper™ Lady Angler.

The compact, 11-foot Caper™ Lady Angler is stable, easy to maneuver at only 45 pounds and suitable for a variety of different sized anglers. Best of all, Ocean Kayak™ will donate one percent of the gross sales for each Caper™ Lady Angler sold to the Breast Cancer Fund.

"Our vision for the Caper™ Lady Angler came from our years of experience in the category and feedback from our female fishing team members, guides in the field and other industry pros," said Sara Knies Ocean Kayak™ Marketing Director. "The Caper™ Lady Angler fills an important niche within our stable of fishing kayaks and once again we are incredibly pleased to team with the Breast Cancer Fund in committing funds from the sales of these boats towards the fight against breast cancer."

The Caper™ Lady Angler will be issued in a special edition pink color. It will come standard with two flush mounted rod holders, a comfortable Comfort Plus™ seat, large tankwell with bungee, molded-in foot wells and a large bow hatch for storage. Six-inch center hatch optional. SRP: \$749 US.

The Ocean Kayak™ Caper™ Lady Angler is available now. To meet our kayak fishing team, see how to outfit a kayak for fishing and learn more about the new Ocean Kayak™ fishing kayaks please visit our website [at www.oceankayak.com](http://www.oceankayak.com)

Ocean Kayak™ 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®**, **Lental™** paddles and **Carlisle®** paddle gear, **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.