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OCEAN KAYAK™ ADDS TRIDENT ULTRA 4.7 TO 2011 LINEUP

Latest Trident Model Designed by Kayak Anglers for Serious Kayak Fishing

Old Town, Maine (June 21, 2010) Ocean Kayak™, a leader in the ever-expanding kayak fishing market, is pleased to announce the addition of the Trident Ultra 4.7 to their renowned kayak collection. The Trident Ultra 4.7 was first introduced in New Zealand and Australia in 2009 and popular demand now brings the boat to the United States and Canadian markets.

A durable, stable, yet responsive kayak, the Trident Ultra 4.7 is a collaboration between Ocean Kayak designers and a group of dedicated professional kayak anglers from around the globe. Based on the Trident 15 and crafted around the original Prowler hull, Ocean Kayak designers have taken the Ultra 4.7 one step further by incorporating more volume in the front of the boat for a drier ride, moderate rocker to help performance in ocean swells and a more pronounced tail fin to aid in tracking.

The Trident Ultra 4.7 features Ocean Kayak's proprietary multifunctional reversible hatch cover. This innovative hatch includes attachment points for fish finders and other accessories and has the unique ability to rotate 180 degrees along a pivot point to "flip" to shield and protect valuable electronics in rough surf conditions.

"The Trident Ultra 4.7 is truly a fishing kayak designed by anglers for anglers," said Sara Knies, Ocean Kayak Marketing Director. "It's a performance fishing vessel with a host of features and options unique to the industry and a disposition for off shore game fishing expeditions."

The tail fin on the Trident Ultra 4.7 features a replaceable wear strip that will add years of life to the kayak as it weathers the inevitable bumps and bruises of rocky beach launches and landings. Other key features and benefits of the new Trident Ultra 4.7 include a large bow hatch, four flush mounted rod holders, Deluxe Comfort seat, paddle keeper, deck bungee for extra storage and robust carry handles. A rudder is standard on the new Trident Ultra 4.7.

One of the more appealing aspects of the Ocean Kayak Trident Ultra 4.7 is the host of optional equipment available for anglers. After market options include the Ice Box Fish Storage Pod, which is designed to fit in the kayak's rear tank well, a small bait tank with cover and hand pump (no battery required) and an internal rod storage tube that can hold up to two fishing rods.

The Trident Ultra 4.7 will be available through authorized Ocean Kayak dealers beginning October 2010. Length: 15'5". Width: 29.1", Weight: 77 lbs, SRP: \$1,599.

For more information about the Ocean Kayak™ brand, our kayak fishing team and our latest innovations please visit www.oceankayak.com. Consumers can also visit the brand on the Facebook at <http://www.facebook.com/OceanKayak> and on the Ocean Kayak YouTube channel, <http://www.youtube.com/paddleoceankayak>.

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®, Carlisle® paddle gear, Minn Kota® motors, Cannon® downriggers, Humminbird® fish finders, Scubapro® and UWATEC® dive equipment, and Eureka!® tents. Visit Johnson Outdoors online at www.johnsonoutdoors.com.

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