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CARLISLE® INTRODUCES THREE NEW PADDLES FOR 2011

Old Town, Maine (June 21, 2010) Carlisle Paddles, a leader in the paddlesports market for over 25 years, is pleased to introduce three new paddles for 2011. Two unique kayak paddles and a bent shaft canoe paddle, the 2011 Carlisle paddles are designed to meet the specific needs and conditions individual paddlers face on the water.

A well-built, affordable bent shaft canoe paddle, the Trekker is designed for efficiency. Providing more power with less effort per stroke, the Trekker has a 14-degree angle optimized to clear the bow and slide into the water. The aluminum construction is lightweight yet durable, while the foam grip is easy on the hands. SRP: \$49.99.

The Carlisle Magic Outfitter is durable, strong and flexible paddle featuring an asymmetrical, slightly spooned blade design, which produces smooth and powerful paddle strokes. A push button take down allows blades to be feathered at 60 degrees or inline, for right and left-handed control. Two-piece construction provides easy storage. Drip guards included. SRP: \$109.99

The Excursion is a high-end, two-piece paddle with a great blend of features, including a medium-sized dihedral blade for clean exit and entry. A fiberglass shaft and reinforced blade keep the weight down while the innovative Pad-Lok System ensures a secure connection and easy break down and storage. The Excursion will tackle a broad range of users and application, but really hits the sweet spot for day touring. SRP: \$149.99.

“The Trekker, Magic Outfitter and Excursion will help round out the Carlisle paddle collection,” said Sara Knies, Carlisle Marketing Director. “Simplicity is elegance when it comes to bent shaft paddles and the Trekker will make any canoe outing more enjoyable. On the flip side, the Magic Outfitter and Excursion each address the needs of key user groups for us.”

The new Carlisle Trekker, Magic Outfitter and Excursion paddles will be available through authorized Carlisle dealers in Fall 2010. For more information about Carlisle® Paddle Gear log on to www.carlislepaddles.com.

Carlisle® 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, Old Town® kayaks, Extrasport®, Carlisle®, Minn Kota® motors, Cannon® downriggers, Humminbird® fish finders, SCUBAPRO® dive equipment and Eureka!® tents. Visit Johnson Outdoors online at www.johnsonoutdoors.com. ###