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CARLISLE® INTRODUCES NEW 2012 PADDLES

Old Town, Maine (June 27, 2011) Carlisle Paddles, a leader in the paddlesports market for over a quarter century, today introduced its 2012 paddle collection. A line-up with something for everyone, Carlisle's 2012 paddle offerings include a fiberglass standup paddle (SUP), a new kids paddle and a new day touring paddle that will be available in both standard and angler specific models.

"The 2012 Carlisle paddles dovetail nicely into our existing collection and are designed to help give consumers an array of choices to suit their paddling needs," said Sara Knies, Carlisle Paddles Marketing Director. "The paddles run the spectrum from recreational paddling to paddleboarding to kayak fishing, so we truly feel that there is a paddle in our line for everyone."

Carlisle's 2012 paddles include:

The **Saber** – Extremely durable, this paddle is sized down for smaller hands to grip and control. The lightweight Saber is easy to maneuver and handle and includes a push-button takedown that allows blades to be feathered at 60-degrees or set inline. Kid proof and designed for fun, the Saber is the perfect choice for little kayakers. It features an aluminum shaft and blade color options including cloud and sunrise. MSRP: \$49.99 USD

Length: 190 cm. Weight: 31 oz. Shaft diameter: 1.25" Blade size: 7" x 17"

The **Expedition** – A great pick for day touring or longer distance paddling, the Expedition is durable, yet extremely lightweight. Both blades and shaft are constructed from fiberglass so the paddle is extremely easy on the arms. A push-button takedown allows blades to be feathered at 60-degrees or set inline. The Expedition is also available in an Angler model with dark olive blades and a black shaft. MSRP: \$159.99 USD

Expedition: Lengths: 220 cm, 230 cm, 240 cm. Weight: 33 oz. (220cm) Blade size: 7" x 17"
Expedition Angler: Lengths: 220 cm, 230 cm, 240 cm. Weight: 34 oz. (220cm) Blade size: 7" x 17"

The **Trick SUP** paddle - Lightweight fiberglass construction makes the Trick an ideal choice if you plan to be stand up paddling for any length of time. The medium-sized blade is perfect for flat water or chop, and makes maneuvering a breeze. The handle of the Trick is packaged unglued so users can customize their ideal paddle size from 85" down. Customization is quick and easy. MSRP: \$179.99 USD

Length: 85" standard, but is designed to be cut down to size. Weight: 29 oz., Blade size: 8.25" x 18"

The new Carlisle Trick, Saber and Expedition paddles will be available through authorized Carlisle dealers starting this Fall. For more information about Carlisle Paddles log on to www.carlislepaddles.com or visit our YouTube page at <http://www.youtube.com/Carlislepaddles>.

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. ###