



Media Contacts:

Nate Simmons
Backbone Media
nate@backbonemedia.net

Sara Knies
Johnson Outdoors
sknies@johnsonoutdoors.com

CARLISLE® INTRODUCES NEW TABOO™ HYBRID PADDLE

Durable, Versatile Paddle Converts from Stand Up Paddle to Kayak Paddle in the Blink of an Eye

Ferndale, WA (June 18, 2009) Carlisle Paddles, a leader in the development of premium paddles for over 25 years, today introduced the new Taboo hybrid paddle. A unique new type of paddle unlike anything on the market, the versatile Carlisle Taboo will easily convert from a stand up paddle to a kayak paddle depending on the users needs.

Launched in time to compliment the new Ocean Kayak Nalu stand up / sit down paddleboard the Carlisle Taboo paddle can quickly change from a 230cm kayak paddle to either a 75” or 82” stand up paddle. The Taboo features a fully clad aluminum shaft, two high impact polypropylene blades and two T-grip handles, one eight inch and one fifteen inch, to help conform to variety of users.

“The Taboo is unique to the marketplace offering unprecedented quality and versatility at an accessible price,” said Sara Knies, Senior Brand Director for Johnson Outdoors Paddlesports. “The ability to transform the Taboo easily from a stand up paddle to a kayak paddle gives our consumers incredible flexibility and gives them one go-to paddle for whatever type of paddling they might be getting into.”

The Carlisle Taboo paddle will be available at retail in early fall. 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®, Escape® electric boats, Minn Kota® motors, Cannon® downriggers, Humminbird® fish finders, Scubapro®, UWATEC® and Seeman dive equipment, and Eureka!® tents. Visit Johnson Outdoors online at www.johnsonoutdoors.com.

###