



PRESS RELEASE
May 2010

JOHNSON OUTDOORS INC. ANNOUNCES SALE OF LENDAL

Johnson Outdoors Incorporated, based in the United States, has announced the sale of the Lendal brand to Celtic Paddles Ltd, a company which is based in the UK. The deal took place on May 6th 2010 and Johnson Outdoors UK, the British branch of the American parent company, has informed UK dealers of the transaction.

Johnson Outdoors Inc. is a leading global outdoor recreation company and the sale of the Lendal brand follows a comprehensive initiative to reduce costs and optimize the profits of the watercraft side of the business.

“Johnson Outdoors has earned a reputation as one of the world’s premier recreational paddle sports companies. This transaction reinforces our commitment to focus resources on bringing forward new products that strengthen our core brands and grow our customers’ business,” commented Kelly Grindle, Senior Group Vice President, Marine Electronics and Watercraft for Johnson Outdoors in the United States.

Celtic Paddles Ltd. is owned by Nigel Dennis, a renowned sea kayak adventurer and designer. Scott Forristall, the Business Director of Johnson Outdoors Watercraft in the US described Celtic Paddles as “the perfect home for Lendal” and Kelly Grindle added: “The Lendal brand of paddles is well-suited to the Nigel Dennis portfolio, and marks a return to its roots as a respected UK brand.”

For further information on Lendal please contact Celtic Paddles Ltd on 01407 762425 / 765550, email: orders@seakayakinguk.com

For further information on Johnson Outdoors UK contact:

Johnson Outdoors UK
Tel: 01493 745192
Email: office@johnsonoutdoors.co.uk

or

David Parker
Tel: 01489 579219
Email: david@parkermedia.co.uk

Johnson Outdoors UK distributes recreational products from high quality brands including Old Town, Ocean Kayak, Necky Kayaks, Carlisle Paddles, C-tug and Pacific Action.