



JOHNSON OUTDOORS ANNOUNCES 2008 PLANS FOR WATERCRAFT BRANDS

RACINE, WISCONSIN, January 18, 2008... Johnson Outdoors Inc. (Nasdaq: JOUT), a leading global outdoor recreation company, today announced it is exploring strategic alternatives for its Escape® brand products and stepping-up support behind paddle sport segment growth initiatives. As a result, the Company has incurred \$1.3M in impairment charges related to inventory and fixed assets during the 2008 first fiscal quarter. Future impairment charges are estimated to be around \$0.2M and results of the Escape® brand products will be reported as discontinued operations.

"While we continue to believe in the future of Escape® products, the pace of growth has been slower than anticipated. Throughout fiscal 2007, investments in the long-term opportunity for Escape® masked the outstanding performance and accelerated growth of our paddle sport brands. Our decision to explore strategic alternatives for Escape® will enable us now to focus Watercraft resources on our paddling brands where we see the greatest potential for short- and long-term profitable growth," said Helen Johnson-Leipold, Chairman and Chief Executive Officer.

According to Mark Leopold, Group Vice President, Watercraft, "We believe we are the innovation leader in the paddle sports market, with new products contributing well over thirty percent of net sales for the business unit over the past three years. In 2008, we expect to deliver the same level of innovation to our marketing and merchandising efforts, with a focus on driving increased revenues for our retailers and expanded distribution of our paddling accessories brands. For perspective, the canoe and kayak industry is estimated to be a \$500 million marketplace, and the paddling accessories marketplace is projected to be equal to that."

Key 2008 paddle sport segment growth initiatives include, among others:

Watercraft Sales Realignment

Paddle sport sales management has been realigned to bring added focus and service to retail trade customers with Rob Dorcas, a 15 year veteran of the industry, appointed Director of North American Specialty Sales and Glen MacPherson named Director – National Accounts. In these new roles, both are dedicated to the development and implementation of unique sales and promotional programs and activities targeted at generating retail traffic and revenue growth for their respective trade channel of responsibility.

Paddlesport Accessories Merchandising

This year Extrasport® will launch a full line of totally redesigned personal flotation devices (PFDs) utilizing its patented RetroGlide® technology, as well as a new, sleeker line of Tech Wear, both sporting new easy-to-see, easy-to-read packaging. New this year also is eye-appealing, customer- and consumer-friendly in-store displays and merchandising for all paddling accessory brands, which also include Carlisle® paddles, oars and paddle gear and premium Lendal® paddles.

"Equal to our focus on growing paddlesports is our relationship with our valued Escape® customers," said Mr. Leopold. "Customer satisfaction is our top priority, and we will continue to provide the same high-quality service, outstanding technical support and parts and accessories they have come to expect for the foreseeable future."

ABOUT JOHNSON OUTDOORS INC.

JOHNSON OUTDOORS is a leading global outdoor recreation company that turns ideas into adventure with innovative, top-quality products. The company designs, manufactures and markets a portfolio of winning, consumer-preferred brands across four categories: Watercraft, Marine Electronics, Diving and Outdoor Equipment. Johnson Outdoors' familiar brands include, among others: Old Town® canoes and kayaks; Ocean Kayak™ and Necky kayaks; Lendal® paddles; Escape® electric boats; Minn Kota® motors; Cannon® downriggers; Humminbird®, Bottom Line® and Fishin' Buddy® fishfinders; GeoNav® chartplotters; SCUBAPRO®/UWATEC® and Seemann™ dive equipment; Silva® compasses and digital instruments; and Eureka!® tents. The Company has operations in 17 countries, employs 1,400 people and reported revenues of \$432.1 million in fiscal 2007.

Visit Johnson Outdoors online at www.JohnsonOutdoors.com.

SAFE HARBOR STATEMENT

Certain matters discussed in this press release are "forward-looking statements," intended to qualify for the safe harbors from liability established by the Private Securities Litigation Reform Act of 1995. Statements other than statements of historical fact are considered forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties, which could cause actual results or outcomes to differ materially from those currently anticipated. Factors that could affect actual results or outcomes include changes in consumer spending patterns; the Company's success in implementing its strategic plan, including its focus on innovation; actions of and disputes with companies that compete with the Company, including those related to intellectual property matters; the Company's success in managing inventory; movements in foreign currencies or interest rates; the Company's success in restructuring of its European Diving operations; unanticipated issues related to the Company's military sales; the success of suppliers and customers; the ability of the Company to deploy its capital successfully; adverse weather conditions; and other risks and uncertainties identified in the

Company's filings with the Securities and Exchange Commission. Shareholders, potential investors and other readers are urged to consider these factors in evaluating the forward-looking statements and are cautioned not to place undue reliance on such forward-looking statements. The forward-looking statements included herein are only made as of the date of this press release and the Company undertakes no obligation to publicly update such forward-looking statements to reflect subsequent events or circumstances.