



OUTSIDE MAGAZINE NAMES JOHNSON OUTDOORS

Johnson Outdoors Ranked Third Best of Large Companies

Racine, Wisconsin, April 14, 2008 - Johnson Outdoors (Nasdaq: JOUT) today was named to *Outside* magazine's (www.outsideonline.com) inaugural "Best Places to Work" list. Johnson Outdoors was ranked #3 among companies with 250 or more employees. The full list and related stories will be published in the May issue of *Outside* magazine, available on newsstands April 15, 2008.

According to Helen Johnson-Leipold, Chairman and Chief Executive Officer, "Johnson Outdoors is a best place to work because of our incredibly dedicated and creative family of employees, who share an unparalleled passion for adventure. Passion is at the core of everything we do in service to our communities, as stewards of our environment and as outdoor adventure entrepreneurs. On behalf of our entire Johnson Outdoors family, a big thank-you to *OUTSIDE* Magazine for this tremendous honor!"

Global headquarters for the outdoor recreational products leader are located on the shores of Lake Michigan in Racine, Wisconsin. Founded in 1970 by the legendary Sam Johnson, an avid outdoorsman and dedicated environmentalist, the Company thrives on award-winning new product innovations, which have generated a third or more of annual revenues for the last four years. Sam also founded Johnson Financial Group in 1970, which today is the fifth largest private community bank in the United States. Both companies are led by Ms. Johnson-Leipold, and each has been recognized in 2008 with national "best place" distinctions.*

Commitment to employee well-being ranks at the top of Johnson Outdoors' priorities. From health care to profit sharing, benefits begin on day one of employment. Fitness center memberships and a leading-edge 100 percent tuition reimbursement program encourage employees to care for both mind and body. Flex-time, elder assistance, adoption assistance and Sons and Daughters scholarships are a few of Johnson Outdoors family-first support programs. The company's unique Try Our Products – TOPS – program – lets employees enjoy the outdoors with the free-use of company products.

Employee responses to an on-line employee satisfaction survey, administered by the Best Companies' Group, played a significant role in the company's top three ranking. Johnson Outdoors' scored an overall 90 percent averaged across eight individual specific employee satisfaction categories. Employees gave the company "A's" (92 score or better) in six of the eight categories, including work environment, leadership and planning, corporate culture and communications and overall satisfaction. In total, employees rated Johnson Outdoors significantly higher than the national norms in every survey area.

OUTSIDE "Best Places to Work" list was compiled with the help of the Outdoor Industry Association (www.outdoorindustry.org) and Best Companies Group (www.bestcompaniesgroup.com) (BCG). The magazine conducted extensive surveys – based on benefits, compensation, job satisfaction, environmental initiatives and community outreach programs – designed to identify, recognize and honor the best employers in the country.

The extensive, year-long process initially identified a wide range of non-profit and for-profit organizations with at least 15 employees working in the United States. The companies were then sent a confidential employee-satisfaction survey and employer-questionnaire to collect information about benefits, policies and practices. All of the results were analyzed by BCG's experts, who selected the top 30. The winners were then broken down into three categories: small (15-49 employees); medium (50-249) and large (250+). The result is a list of 30 U.S. companies that make it possible for employees to balance productivity with an active, eco-conscious lifestyle.

"These 30 companies figured out that there is a way to have it all and understand the growing need for work/quality of life balance," said Chris Keyes, Editor of *Outside*. "From New Belgium Brewing Company's rock climbing wall, cyclocross track and free beer after work, to SmartWool's annual company ski-day at Steamboat and 40 paid hours a year working at a nonprofit of their choice, to Osprey Packs' renewable energy initiatives and paying employees \$.50 per trip to walk or bike to work, these organizations have found a way to bring company morale to a whole new level while at the same time being

responsible to their local communities and the environment. It's a trend that we only see increasing in the years ahead."

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; Carlisle[®] and Extrasport[®] paddling accessories; Minn Kota[®] motors; Cannon[®] downriggers; Humminbird[®] fishfinders; Geonav[®] chartplotters; SCUBAPRO[®] UWATEC[®] and Seemann[®] dive equipment; Silva[®] compasses; Tech⁴O[®] digital instruments; and Eureka![®] tents.

Visit Johnson Outdoors at <http://www.johnsonoutdoors.com>

ABOUT OUTSIDE MAGAZINE

OUTSIDE is America's leading active lifestyle magazine, with over two million readers a month. For more than 30 years, the magazine has covered travel, sports, adventure, health, and fitness, as well as the personalities, the environment, and the style and culture of the world *Outside*. Along with receiving many other accolades, *Outside* is the only magazine to win three consecutive National Magazine Awards for General Excellence. Visit the magazine online at www.outsideonline.com.

ABOUT BEST COMPANIES GROUP

BEST COMPANIES GROUP (BCG) was formed in January of 2004, with the purpose of identifying and recognizing best employers within a city, statewide, regional and industry stages. BCG will partner with B-to-B media and other business or human resource organizations to publicize the opportunity, encourage participation and to recognize those who make the list of "Best Places to Work," "Best Companies" and "Best Employers."

BCG is a division of Journal Publications Inc (JPI), a multi-title publishing and events company located in Harrisburg, Pennsylvania. JPI publishes the Central Penn Business Journal, Central Penn Parent, NJBIZ, Next Magazine, and a host of other well-respected publications.

** In January 2008, Johnson Financial Group was ranked #37 on Fortune Magazine's "100 Best Companies to Work For" List.*

AT JOHNSON OUTDOORS INC.

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