



MILITARY SALES PROMPT RESTRUCTURING

RACINE, WISCONSIN, June 4, 2008 JOHNSON OUTDOORS INC. (Nasdaq: JOUT) today announced plans to restructure and downsize the Company's workforce by 50 (fifty) positions in Binghamton, New York operations due to continued significant declines in military sales. The Company has formally notified affected employees and will provide severance packages, outplacement assistance and other services as needed.

"Johnson Outdoors' entry into the military tent segment was a logical extension of our commercial tent business, enabling us to fully leverage our innovation and assets in big tents. While we expected military sales would steadily return to historical levels from their peak in 2004, there has been a steeper than anticipated decline in orders this year. Without any indication of a change in this situation, we must act promptly to help minimize the impact of today's reality on the Company's future," said Helen Johnson-Leipold, Chairman and Chief Executive Officer. "Equally as important is our commitment to treating people right, which is reflected in the assistance and support we are providing our valued employees during this transition."

In 2004, the Company reported peak military sales of \$64 million, driven by U.S. military activity in the Middle East, and projected military revenues would return to historical levels of \$20 – 25 million. Over the past three years, the Company has periodically right-sized its Binghamton operations and adopted a temporary shared-work program to help maintain capacity in line with the ebb and flow of military orders.

"We do not foresee military sales increasing in the near future for two primary reasons: 1) the transition to more permanent housing for deployed U.S. troops which correlates to demand; and 2) the impasse on this year's Supplemental Defense Spending bill which correlates to the military's ability to buy new tents. Therefore, while we are working hard to secure future orders, current projections are that military revenues for fiscal 2008 will fall in the \$17-20 million range," said David W. Johnson, Vice President and Chief Financial Officer.

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.

Share our Spirit of Adventure at <http://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; 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.