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## FOR IMMEDIATE RELEASE

At JOHNSON OUTDOORS INC.

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## JOHNSON OUTDOORS ANNOUNCES CASH DIVIDEND

**RACINE, WISCONSIN, October 2, 2008.....Johnson Outdoors Inc. (Nasdaq: JOUT)**, a global leader in innovative outdoor recreational products, today announced approval by the Board of Directors of a quarterly cash dividend of \$0.055 per Class A share and \$0.05 per Class B share. The quarterly cash dividend is payable on October 30, 2008 to shareholders of record at the close of business on October 16, 2008.

### **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<sup>®</sup> canoes and kayaks; Ocean Kayak<sup>™</sup> and Necky<sup>®</sup> kayaks; Lendal<sup>®</sup> paddles; Carlisle<sup>®</sup> and Extrasport<sup>®</sup> paddling accessories; Minn Kota<sup>®</sup> motors; Cannon<sup>®</sup> downriggers; Humminbird<sup>®</sup> fishfinders; Geonav<sup>®</sup> marine electronics; SCUBAPRO<sup>®</sup> UWATEC<sup>®</sup> and Seemann<sup>®</sup> dive equipment; Silva<sup>®</sup> compasses; Tech<sup>4</sup>O<sup>®</sup> digital instruments; and Eureka!<sup>®</sup> 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 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.

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