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JOHNSON OUTDOORS TO RELEASE THIRD QUARTER 2010 RESULTS ON AUGUST 6, 2010

RACINE, Wisconsin, July 28, 2010 - JOHNSON OUTDOORS INC. (Nasdaq: JOUT), a global company engaged in the design, manufacture and marketing of branded outdoor recreation products, will release financial results for the third fiscal quarter of 2010 on Friday, August 6, 2010 before the New York Stock Exchange trading day begins. The Company will host a conference call and audio web cast shortly afterwards at 11:00 a.m. Eastern Time to discuss the financial results and provide a Company update.

A live listen-only web cast of the conference call may be accessed at Johnson Outdoors' home page. A replay will be available on the Investor section home page on the Johnson Outdoors' website – www.johnsonoutdoors.com - for 30 days.

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; Carlisle[®] paddles and Extrasport[®] personal flotation devices; Minn Kota[®] motors; Cannon[®] downriggers; Humminbird[®] fishfinders; GEONAV[®] marine electronics; SCUBAPRO[®] and SUBGEAR[®] dive equipment; Silva[®] compasses; Tech⁴O[®] digital instruments; and Eureka![®] tents.

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

