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FOR IMMEDIATE RELEASE

AT JOHNSON OUTDOORS INC.
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**JOHNSON OUTDOORS' NECKY® CHATHAM™ NAMED
“BEST OF ADVENTURE” AND “GEAR OF THE YEAR”
INNOVATIVE ADVANCED COMPOSITE™ CARBON KAYAK HONORED BY
NATIONAL GEOGRAPHIC ADVENTURE & MEN'S JOURNAL MAGAZINES**

RACINE, WISCONSIN, November 16, 2007.....JOHNSON OUTDOORS INC. (Nasdaq: JOUT), a global leader in outdoor recreational products, today announced the Company's Necky® Chatham™ Advanced Composite™ Carbon kayak was awarded the prestigious 2008 “Best of Adventure Gear” by the editors of NATIONAL GEOGRAPHIC ADVENTURE magazine and “Gear of the Year” honors from MEN'S JOURNAL magazine. The awards, which were both announced on November 15th, recognize exciting new products in the outdoor recreation marketplace.

“Innovation is both our mission and our passion at Johnson Outdoors. We are thrilled and honored to be recognized for what we do best: creating great products for great outdoor adventures,” said Helen Johnson-Leipold, Chairman and Chief Executive Officer.

Johnson Outdoors growth is out-pacing the industry fueled by market-winning new products which have generated a third or more of total annual revenues over the past four years.

This is the NATIONAL GEOGRAPHIC ADVENTURE fifth-annual year-end “Best of Adventure Gear” awards. The magazine's approach to its best of gear awards differs from others in that it has established an advisory board of 44 of the country's leading outdoor retailers to assist Adventure editors with the honors. The board's contribution was twofold: to weigh in on products that in its expert opinion are innovative and to report on what products consumers are particularly excited about in the marketplace.

The MEN'S JOURNAL consults with top pros, designers, and athletes -- and polls readers for their wish lists - in selecting its annual “Gear of the Year” winners. Recipients of this year's awards will be honored tonight at the legendary Explorers Club in New York City.



ABOUT NECKY® CHATHAM™ ADVANCED COMPOSITE CARBON

Johnson Outdoors' innovative Advanced Composite™ Carbon technology was developed with experts from the aerospace and yachting industries, and has led to new kayaks designed for paddling adventures spanning a few days to a few hours in calm or rough waters.

“The Necky ® Chatham™ Advanced Composite™ Carbon boasts an intricate laminate layered-construction that is super-light and super-strong where it needs to be. This is the featherweight, durable and high-performance kayak of a paddler’s dream,” said Sara Knies, Director of Paddle Sports Marketing for Johnson Outdoors.

The Advanced Composite™ Carbon technology is also available in Necky® Elaho™ and Looksha IV™ models.

ABOUT NATIONAL GEOGRAPHIC ADVENTURE

NATIONAL GEOGRAPHIC ADVENTURE, winner of four National Magazine Awards, is the fastest growing magazine in the outdoor category and the ultimate guide to the adventure lifestyle. Published 10 times a year, with a rate base of 575,000, National Geographic Adventure has 2.3 million readers. It is available by subscription (800-NGS-LINE) and on newsstands in the United States (\$4.95) and Canada (\$6.95). Its editorial mission supports National Geographic’s global mission to inspire people to care about the planet. The magazine’s Web site is www.nationalgeographic.com/adventure

ABOUT MEN’S JOURNAL®

MEN’S JOURNAL is a men’s lifestyle magazine, with adventure at its core, and editorial focus on outdoor experiences, health, fitness, cutting edge gear and fashion. With a rate base of over 700,000, MEN’S JOURNAL has over 2.8 million readers and is ranked the #1 men’s lifestyle magazine by the New York Times.

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 for paddling, fishing, boating, diving and camping. 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® and Fishin' Buddy® fishfinders; SCUBAPRO® UWATEC® and Seemann™ dive equipment; Silva® compasses and digital instruments; and Eureka!® tents. The Company has more than 1,400 passionate employees at operations in 17 countries around the world.

Enjoy 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.

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