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FOR IMMEDIATE RELEASE

AT JOHNSON OUTDOORS INC.
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NECKY® ELIZA™ ULTRALITE HONORED BY PADDLER MAGAZINE
INNOVATE KAYAK FOR WOMEN
NAMED TO PRESTIGIOUS 2008 PADDLER'S PICK LIST

RACINE, WISCONSIN, January 25, 2008.....JOHNSON OUTDOORS INC.

(Nasdaq: JOUT), a global leader in outdoor recreational products, today announced that the Company's **NECKY® ELIZA™ ULTRALITE** kayak was honored by PADDLER® MAGAZINE with a 2008 Paddler's Pick Award. The award recognizes the top kayaks and paddling accessories from the world's leading outdoor manufacturers and gives the nod to the **NECKY® ELIZA™ ULTRALITE**'s innovative, women specific female friendly design.

Engineered by and for women – the Eliza's™ wider cockpit is shaped for a woman's curves and its shorter length simplifies spray skirt installation and removal. One of the lightest women's kayaks on the market, the 40 pound Eliza's™ continuous cored construction creates a stiff and light hull to maximize speed and reduce drag – making it easy to maneuver on and off the water.

“The **NECKY® ELIZA™** sets a new standard in touring kayaks for women who love to paddle,” said Sara Knies, Director of Paddle Sports Marketing for Johnson Outdoors. “We're thrilled that the editors of PADDLER® MAGAZINE recognized the Eliza™ as the right fit for women who are serious about their time on the water. And we are equally proud to donate one percent of gross sales from all our **NECKY®** and **OCEAN KAYAK™** women specific kayaks to the Breast Cancer Fund.”



ABOUT NECKY® ELIZA™ ULTRALITE

Johnson Outdoors' **NECKY® ELIZA™ ULTRALITE**'s innovative design and cutting-edge materials optimize hull speed and reduce drag for an amazing on-water experience. The fiberglass lay-up creates one of the lightest women's kayaks on the market and the shallow V-shaped hull provides outstanding balance between tracking and maneuverability.

Visit **NECKY®** at <http://www.neckykayaks.com>

ABOUT PADDLER® MAGAZINE

PADDLER magazine's 16th Annual Buyer's Guide for paddling enthusiasts includes editor's top picks for recreational boats and accessories. Published six times a year, with a circulation of 44,000 and 3.5 readers per copy, **PADDLER® MAGAZINE** features stories on paddling skills, locations, gear reviews, environmental issues, industry updates and profiles of leading paddlers.

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 across its 23 locations around the world.

Enjoy our Spirit of Adventure at <http://www.johnsonoutdoors.com>

