

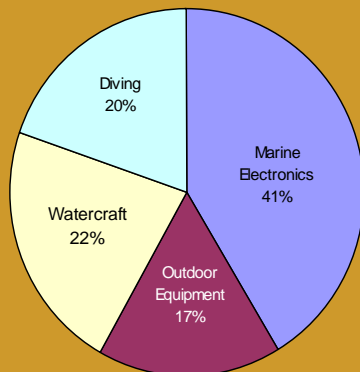
## Fundamentals (as of 9/30/06)

Price ..... \$17.29  
 52-Week Range ..... \$16.12 - \$18.20  
 Shares O/S ..... 7.9M shares  
 Market Cap ..... \$136.1M  
 Price / Revenue (ttm) ..... 0.34X

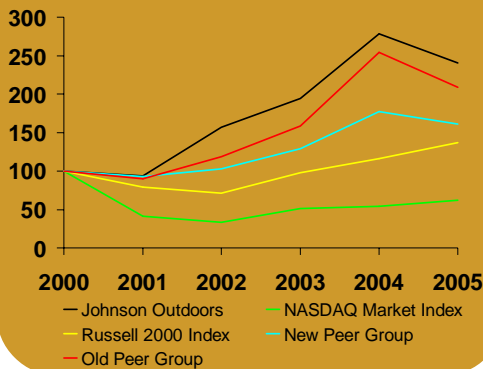
## Other Financial Metrics (as of 9/30/06)

· FY06 Sales .....\$395.8M  
 · FY06 Gross Profit .....\$165.2M  
 · Q4 Sales .....\$80.3M  
 · Q4 Gross Profit ..... \$34.0M  
 · Cash .....\$51.7M  
 · Debt to Total Capital ..... 17%

## Fiscal Year 2006 Sales Mix



## Five Year Stock Performance



### SAFE HARBOR STATEMENT

Certain matters discussed in this 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 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 tent business; the success of suppliers and customers; the ability of the Company to deploy its capital successfully; adverse weather conditions; events related to the terminated Buy-Out transaction; 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 release and the Company undertakes no obligation to publicly update such forward-looking statements to reflect subsequent events or circumstances.

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## Investor Fact Sheet 4Q'06

### About Johnson Outdoors

**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; Minn Kota® motors; Humminbird® fishfinders; Cannon® downriggers; Scubapro® and UWATEC® dive equipment; and, Eureka!® tents. The company has 23 locations around the world, employs 1,300 people and reported annual sales of \$396 million in 2006.

### Investment Appeals

**Market-leading Brands** - The #1 or #2 worldwide position in motors, downriggers, fishfinders, canoes, kayaks, diving equipment, family tents and field compasses. The Company recognizes that creating value goes beyond simply building the best products and extends into creating the ultimate outdoor experience.

**Competitive Top Line Growth** - In 35 years, Johnson Outdoors has experienced a 13% compound annual growth in revenue, evolving from a single brand into a nearly \$400 million global organization. Sales in 2006 reflected a 4% growth in revenue, continuing to outpace industry averages.

**Balance sheet** - In two years, total debt has been drastically reduced, with the debt to total capital ratio now at an incredibly low 17%. A strong cash position provides the financial flexibility to execute strategic growth plans and capitalize on growth opportunities as they arise.

**Innovative culture** - Meaningful, not "me too", product innovation is driven by a unique passion for the outdoors, coupled with sophisticated market research and cutting-edge technology to advance a continuous pipeline of new products aimed squarely at market growth sectors.

**Sustainability** - A company built on deeply-held, people-focused values ensures exceptional employee loyalty and strong customer relationships. The company has created a model to deliver enhanced shareholder value for years to come with state-of-the-art systems and sophisticated processes built to support long-term future growth.

### Innovative Growth Opportunities

- **The Outdoor Recreation universe presents tremendous opportunity for Johnson Outdoors in segments representing an \$11B marketplace**
- **Organic Base Growth** - Market-leading, premium brands provide a strong foundation on which the company can grow
- **New Products** - One third of revenues were derived from new product sales in the most recent quarter, and these successes have begun to drop to the bottom line
- **New Categories** - In 2005, introduced the award-winning Escape® line of electric boats
- **New Technology** - Continuous expansion of technology portfolio through acquisition and alliances
- **New Segments** - Focused acquisitions, like Humminbird®, expand markets and create value
- **Maximized Assets** - Leveraging core capabilities and competencies delivers smart, efficient growth
- **Prove with Performance** - Since 2000, ROI that out performed the NASDAQ and other key market indices

# OUR FAMILY OF QUALITY INNOVATIVE BRANDS

# RECOGNITION

**WATERCRAFT**

Our vision is to own the water within a quarter mile of shore. Our watercraft brands reflect a rich tradition of innovation, from the first elegant wooden canoes, to sleek space-age composite kayaks, to the new Escape® electric boats. As consumer paddling rebounds, we are poised to grow with more streamlined, more efficient operations. Our brands continue to set sales records and win awards and accolades for innovation.

Over the past five years, **Johnson Outdoors** brand innovation has been recognized by some of the most respected names in outdoor recreation



"Best-of-the-Best"  
Minn Kota® & Eureka!®

**MARINE ELECTRONICS**

In 2004, Johnson Outdoors added Humminbird® to the Marine Electronics Group, and in 2005 we added Cannon® downriggers for controlled depth fishing. We are leveraging the marketplace strength of the Minn Kota® brand, known for its *Anywhere, Anytime* performance, to establish a formidable presence in marine electronics. Currently, we compete in five marine electronic segments representing a \$350 million marketplace opportunity: trolling motors, fishfinders, battery chargers, downriggers and accessories.



Outside Magazine  
Eureka!® & Necky®



International Convention of Allied Sportfishing Trades  
Minn Kota®

**DIVING**

Johnson Outdoors realizes that whatever the reason people dive, to get away from the world, or to get closer to it, *deep down they want the best.* Internationally known and supported by an elite global dealer network, Scubapro® diving equipment is designed for maximum comfort and performance to provide a lifetime of enhanced underwater experiences. The new UWATEC® Aladin TEC dive computer is on track to becoming the most successful dive computer global launch in our history.



Scuba Lab Top Performer  
Scubapro®



Marine Aftermarket Accessories Trade Show  
Humminbird®

**OUTDOOR EQUIPMENT**

*Turning the outdoors into a welcome adventure.* From manufacturing the first-ever tent for people with disabilities in 2004, to building large military tent systems, this division is focused on utilizing innovation to achieve balanced portfolio growth. Eureka!® day shelters address evolving consumer camping market dynamics, and the Eureka!® Evolution becomes the new gold-standard for large commercial market tents. Silva® digital instruments and a patented new rapid deploy military tent system are the latest additions to this segment's portfolio.



Paddler Magazine  
Old Town®, Ocean® & Necky®

