

JOHNSON OUTDOORS

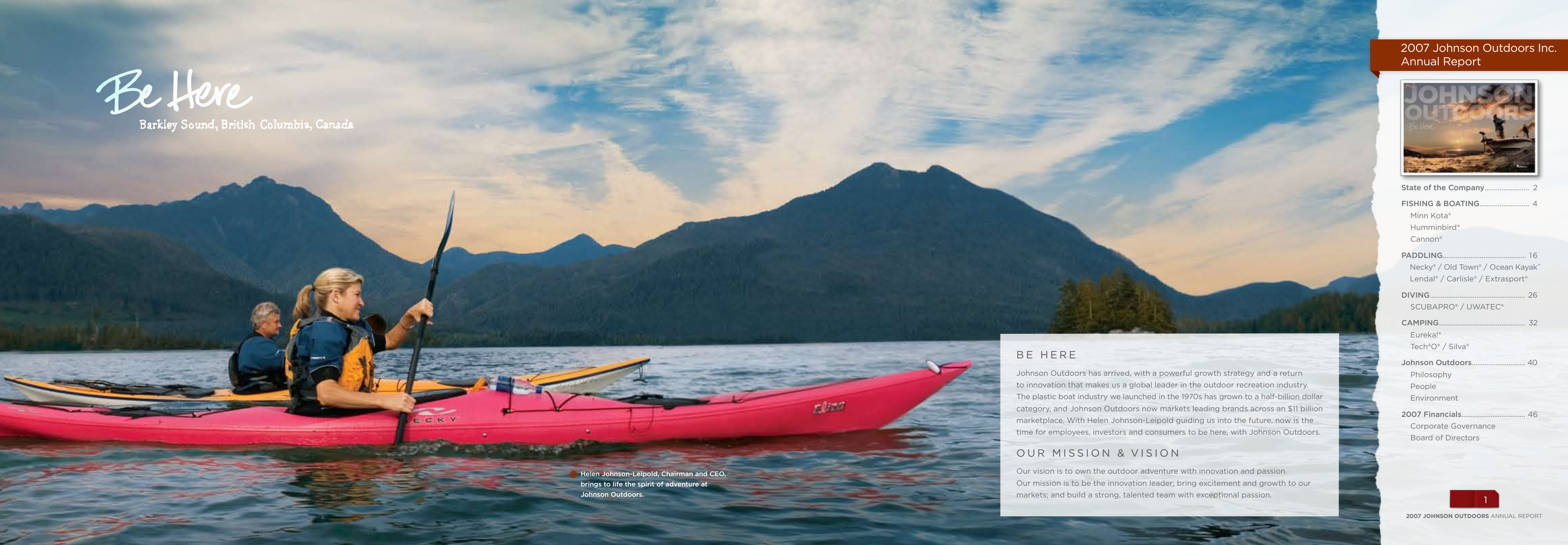
Be Here



JOHNSON
OUTDOORS

Be Here

Barkley Sound, British Columbia, Canada



● Helen Johnson-Leipold, Chairman and CEO, brings to life the spirit of adventure at Johnson Outdoors.

BE HERE

Johnson Outdoors has arrived, with a powerful growth strategy and a return to innovation that makes us a global leader in the outdoor recreation industry. The plastic boat industry we launched in the 1970s has grown to a half-billion dollar category, and Johnson Outdoors now markets leading brands across an \$11 billion marketplace. With Helen Johnson-Leipold guiding us into the future, now is the time for employees, investors and consumers to be here, with Johnson Outdoors.

OUR MISSION & VISION

Our vision is to own the outdoor adventure with innovation and passion. Our mission is to be the innovation leader; bring excitement and growth to our markets; and build a strong, talented team with exceptional passion.



State of the Company.....	2
FISHING & BOATING.....	4
Minn Kota®	
Humminbird®	
Cannon®	
PADDLING.....	16
Necky® / Old Town® / Ocean Kayak™	
Lendal® / Carlisle® / Extrasport®	
DIVING.....	26
SCUBAPRO® / UWATEC®	
CAMPING.....	32
Eureka!®	
Tech ⁴ O® / Silva®	
Johnson Outdoors.....	40
Philosophy	
People	
Environment	
2007 Financials.....	46
Corporate Governance	
Board of Directors	



LETTER FROM THE CHAIRMAN

Johnson Outdoors is generating record sales and improved earnings through winning innovation, successful acquisitions and European expansion; leveraging our assets and capabilities to build sustained, profitable growth; and well on the way to achieving a half-billion dollars in sales within the next few years.

The growth strategy, developed in 2001, continues to drive positive results, with more than a third of this year's growth coming from innovative new products, and another third from acquisitions. In 2007, we again outperformed our peers, achieving record revenues despite uncertainty over the economy. Net sales exceeded \$432 million, a nine percent increase over last year. Excluding military sales in this and the prior year, core brand revenues increased twelve percent. Net earnings were up six percent, to \$9.2 million, or \$1.00 per diluted share as we continued to invest in the future.

We demonstrated our commitment to enhanced shareholder value and our confidence in the future by returning profits to shareholders through quarterly dividends. And we continued working to manage accelerating growth efficiently as we complete the transformation of each business.

- In Marine Electronics, strong new products and innovative marketing drove a 20 percent increase in net sales. Minn Kota® became our first \$100 million brand.
- Net sales for Diving increased 13 percent through the addition of Seemann™ Sub, one of Germany's largest dive equipment providers, a successful new dive computer launch, and favorable currency translation.

- Well-received paddlesport innovations and double-digit growth in key international markets led to a three percent increase in Watercraft sales, partially offsetting a one-time \$4.4 million settlement payment.
- Outdoor Equipment saw double-digit growth in core consumer sales, partially offsetting the expected decline in military tent sales. Consumer and commercial tents generated positive momentum.

This year we took an in-depth look at the outdoor recreation universe, prioritizing opportunities to expand our footprint. We explored innovative new marketing programs, creating the industry's first infomercial for Humminbird® Side Imaging™ technology. And we analyzed our supply chains, identifying opportunities to improve profitability. We continue to refine our strategic growth plan while executing on its cornerstones: winning innovation, targeted acquisitions and geographic expansion.

Winning innovation. For the fourth straight year, more than a third of revenues flowed from new products such as the breakthrough Eureka!® Nlery™ wired tent and the market-transforming Minn Kota® Terrova™ bow-mount trolling motor. And the pipeline is full of cutting-edge ideas for all our businesses.

We are the undisputed innovation leader in our markets, combining a passion for the outdoors with unique consumer insights and advanced technology to develop products aimed squarely at key growth sectors. Meaningful innovation drives demand for our brands, enables us to compete on quality rather than price, and helps us attract top talent. It empowers us to grow regardless of economic trends.

Targeted acquisitions. Once again more than a third of new growth came from strategic acquisitions of leading brands and state-of-the-art technology to complement our businesses. Humminbird® and Cannon® have exceeded expectations in a very short time. Lendal® is meeting targets, and Seemann™ Sub contributed significantly to Diving's

improved performance. Our year-end acquisition of Geonav®, a premier European chartplotter brand, further advances our growth strategy.

Geographic expansion. Five years ago we decided to test our marine and paddlesport brands in Europe, anticipating a \$10 million opportunity. Continual year-over-year double-digit growth shows the opportunity is much larger. With the right business model, we believe all our brands have the chance to become market leaders in every key country throughout the region. Geonav® and Seemann™ give us the insight and local resources to deliver smart growth in Europe.

We enter 2008 with our long-term strategic growth plan on target, delivering industry-leading results. Our healthy balance sheet gives us the financial flexibility to move forward with our plans. We will continue investing in strengthened operations and enhanced capability. We will get and stay even closer to our consumers and customers. We will create a business model to deliver sustained profitable growth in Europe. We will pursue strategic acquisitions where the fit is just right. And true to our Johnson values, we will strive to be a workplace of choice for our talented, dedicated and passionate company family.

I welcome our employees, our consumers and our investors to be where the excitement is. Be here, with Johnson Outdoors.

Helen Johnson-Leipold
Chairman & Chief Executive Officer



FISHING & BOATING

LEADERS WITH A KNACK

Find the industry leaders here: Minn Kota®, Humminbird®, Cannon®. Creating winning products to catch fish and dreams, based on our unique insights into anglers' habits and hopes.

In just six years, the Marine Electronics Group has tripled in size through powerful organic growth and strategic acquisitions. Fiscal 2007 saw our fishing systems set records as our technology innovations piled up awards. Focused marketing and acclaimed new products, representing more than a third of group sales, drove a 20 percent net sales increase.

Our recent acquisition of Geonav®, a premier European chartplotter brand, advances our strategy and our potential. We now compete in eight distinct marine electronics segments representing a total opportunity of nearly \$1 billion.

Find the leaders here—driving the industry to its next horizon.

Every brand an innovative ICAST product-of-the-year award winner.

MINN KOTA

HUMMINBIRD

CANNON





minn kota



FIRST IN THE WORLD

AGAIN

Nearly 75 years after Minn Kota® introduced anglers to the electric trolling motor, our breakthrough products continue to reel 'em in.

Minn Kota® is the world's leading manufacturer of bow- and transom-mount trolling motors. Fishing enthusiasts of every persuasion—walleye and bass, freshwater and saltwater, leisure seeker and trophy seeker—know they can count on Minn Kota®. Anywhere. Anytime.

We stay on top of trends to keep sales soaring. For instance, today's bigger boats have anglers craving bigger, more powerful motors. Our answer? Not only motors that deliver maximum thrust, but also a patented lift system that makes stow and deploy as easy as lifting your tailgate.

Our commitment to innovation, combined with the remarkable insight and experience of our people, keeps Minn Kota® first to the market and first in the market, again and again and again.

No 1
IN
**ELECTRIC FISHING
MOTORS
& BATTERY CHARGERS**

ONE-HUNDRED
MILLION

POWERING PAST \$100 MILLION

The vision transforming Johnson Outdoors has also transformed Minn Kota®, which this year became our first \$100 million brand. Shifting our focus from “trolling motors leader” to “marine electronics leader” helped us expand this great brand to include the best marine batteries, chargers, wireless remotes, trim tabs and more. We see similar growth potential for Humminbird® and Cannon® brands. The rapid integration of these strategic acquisitions, combined with Minn Kota's power, helped push fiscal 2007 sales for the entire Marine Electronics Group to a new high—just short of \$200 million. Full speed ahead!





● **MINN KOTA® Terrova™**
Terrova™ balances unmatched power and durability with effortless stow and deploy, using patented fallaway ramps.



NEXT GENERATION TERROVA™

The market's most advanced bow-mount trolling motor is the most successful Minn Kota® product launch ever.

Terrova™ reinvents electric steer motors with unparalleled precision, performance, digital electronics and 101 pounds of thrust. Three years of intensive research went into developing the breakthrough line.

“The essence of bow-mount motors hadn't changed for a long time,” says Ron Hansen, Director of Research, Development and Engineering for Minn Kota® and Humminbird®. “We got closer to the consumer, studied how they fish and got their input to make the right decisions.”

A RIP-ROARING SUCCESS

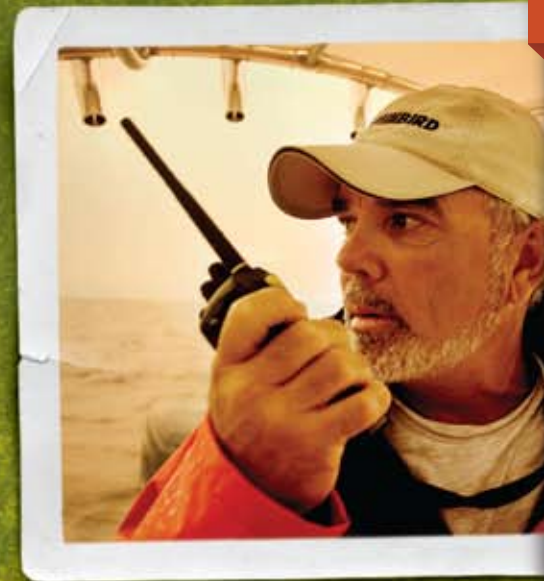
The result is one tough, durable motor. “You can hit a rockbed or a submerged log, and the composite shaft absorbs the impact,” Hansen says. Yet Terrova™ makes trolling easy, with its patented, effortless stow and deploy system; low profile foot pedal with both heel/toe and left/right buttons; and precise, fluid steering.

“It makes the whole experience more enjoyable,” Hansen says. Anglers agree. In fiscal 2007's fourth quarter, Terrova™ helped drive a 30.4 percent year-to-year surge in Marine Electronics Group sales.



#1
IN
**FISH
FINDERS**

**THE FRONT LINE IN
MARINE ELECTRONICS**



For more than 30 years Humminbird® has led the industry in developing new ways to help anglers find fish. From 1975's groundbreaking waterproof depth sounder to today's paradigm-shattering Side Imaging™ technology, Humminbird® products are simply, clearly, better.

Humminbird® draws on cutting-edge technology and consumer insight to create must-have marine electronics, including fishfinders, chartplotters, marine radios and global positioning systems. In its first two years with Johnson Outdoors, the brand has exceeded all performance targets, growing revenues more than 50 percent.

The fishing community's enthusiastic embrace of Side Imaging™ technology makes it clear Humminbird® knows how to keep the action going—in the boat, in fishfinding and in the market.

**SIDE IMAGING™ OPENS
BOLD NEW VISTAS**

Dave Betts, Principal Engineer for Humminbird® had long envisioned using boatside scanners to produce picture-like underwater images. Now he and his team have realized that vision, combining advanced displays with four-element, 180-degree sonar to create Humminbird® Side Imaging™ technology.

Saltwater anglers can see precise details of wrecks, reefs and drop-offs. Freshwater anglers can spot fish-attracting stumps, rocks and creek beds. All can search more water in less time—and pinpoint prime fishing spots with built-in GPS.

And the Side Imaging™ picture gets bigger. Fans go online to swap images like they do fish stories. Search and rescue pros find it a powerful tool. And researchers have a new way to see underwater, thanks to our innovators who could see the future.



HUMMINBIRD® 997C Side Imaging™
This breakthrough fishfinder delivers picture-like images and GPS chartplotting on a wide 8-inch screen.



○ **CANNON® Mag20 DT/TS**
The ability to move fishing lures through precise depths gives trolling anglers a valuable edge.

CANNON



No. 1 IN DOWNRIGGERS



SUCCESS AT EVERY LEVEL

The charter boat captain heading into the Pacific for salmon and the casual angler trolling an inland lake for walleye are both more likely to succeed with Cannon®.

Cannon® downriggers enable anglers to place lures at precise depths as they troll, enticing specific varieties of fish. From manual downriggers to tournament series electronic models, Cannon® products are designed to deliver a more rewarding fishing adventure.

Continuing innovation keeps Cannon® on top. Our team combines advanced technologies with firsthand experience to produce major advances like CannonLink™, as well as continuing enhancements like the use of corrosion-resistant materials. We share the angler's passion—and it runs deep.

CANNONLINK™ PAIRING YIELDS A DOUBLE WINNER

Our latest fishing system innovation has already caught plenty of attention. The CannonLink™ Fishing System module lets anglers control up to six downriggers from their Humminbird® fishfinder.

“You can program the system to move the downriggers as you troll,” says Dave Nelsen, Head Engineer for Humminbird®. “And you can check downrigger status on the Humminbird® screen.” He says the modular approach makes it easy to expand fishing system capabilities year after year.

CannonLink™ was named 2007's most innovative consumer electronics and software product by the National Marine Manufacturers Association. It also won top honors at ICAST. But the real winners are anglers—who just may double their chances of landing the trophy of a lifetime.



Be Here
Grand Teton National Park, Wyoming



PADDLING

REVOLUTION ON THE WATER

Here they come—a delighted army of diverse paddlers: Women in kayaks designed by and for women. Anglers on the prowl in the ultimate fishing kayak. Families enjoying time together on the water.

Johnson Outdoors Paddlesports brands deliver unprecedented performance, convenience and comfort, driving continued sales growth in 2007. Necky®, Old Town® and Ocean Kayak™ excited kayakers with a steady stream of innovative models. Lendal® and Carlisle®, our paddle brands, pulled together smoothly to reach both hard-touring pros and recreational paddlers. Extrasport® accessories represent yet another area of significant growth potential; look for more innovation here in the year ahead.

Johnson Outdoors fishing kayak sales have tripled annually every year, three years in a row.



Old Town
CANOES X KAYAKS

OCEAN KAYAK

NECKY KAYAKS

NAVIGATORS FOR THE SPORT

Ever since Johnson Outdoors introduced the first durable, convenient plastic boat, combining Old Town® heritage of craftsmanship with modern materials, our brands have led the evolution of paddlesports.

Necky® performance kayaks blend art, experience and science to craft advanced composite models like the Chatham, named a “Best of Adventure Gear” winner by *National Geographic Adventure* and “Gear of the Year” by *Men’s Journal*. Ocean Kayak™ is a global leader in sit-on-top kayaks, fueling the growth of recreational kayaking with a host of user-friendly features.

And Old Town® continues to infuse modern, innovative designs and materials with the timeless spirit of paddling.

Inspired by unique consumer insights and their own passion for paddling, our teams develop the innovations that advance the sport and make us the global leader in plastic canoes and kayaks.



NEW FISHING KAYAKS GRANT ANGLERS' WISHES

A global crew of professional anglers inspires Tom Swetish, Director of Research and Development for Paddlesports, and his fishing kayak design team. “Because we can prototype quickly, we have them fish the boat early on to get their input,” he says.

Supporting anglers’ movements is key, says Spike Gladwin, Head Designer. “No longer is the user simply facing straight ahead. The fish can go anywhere,” he says. “I saw one guy catch a shark that towed him for an hour.”

Swetish says the new Ocean Kayak™ Prowler Trident 15™ delivers kayak anglers’ “holy grail”: the Rod Pod™—a storage hatch they can reach while seated. More inspiration came from sales floor observations. “We saw people trying to figure out the boat,” Swetish says. “So we added graphics to call out key features. And it looks cool.”



KORU™ LOOKS BACK, SURGES AHEAD

Marrying the features of Native American hunting canoes with aerospace technology, the Old Town® Koru™ revolutionizes the premium market.

The Koru™ gives Algonquin and Ojibway features new life in the market’s first infused composite canoe. At 17 feet and 50 pounds, the Koru™ is incredibly durable and stable, yet one of the lightest boats ever for its size.

It’s the perfect canoe to take you back to the essence of paddling—and draw you forward to even more time on the water.

WOMEN-FOCUSED DESIGNS

For too many women, paddling a kayak was like wearing too-big shoes. In 2002, Sara Knies, Director of Marketing for Paddlesports, decided to step into this untapped segment. "Women make up nearly half the market and will spend more for quality," she says.

Murray Hamilton, Manager of Product Development and Training, and his team consulted women paddlers of all abilities to create a boat for the female physique. "You can't just take a bigger boat and lower the deck," he says. "We started from the ground up."

The resulting women-focused boats include the Necky® Eliza™ touring kayak. The Eliza's™ cockpit is wider, for a woman's center of gravity, and shorter, for easier spray deck handling. And the shallow V-shaped hull balances tracking and maneuverability, making it a pleasure to paddle.



NECKY® Eliza™ Kayak

Johnson Outdoors contributes one percent of gross sales from women-specific kayaks to the Breast Cancer Fund—since 2002, donating \$35,000.



SHOWCASING SUSTAINABILITY

Six special-edition kayak models made of 100 percent recycled plastic will hit the water in 2008, encouraging consumers and industry leaders alike to act responsibly.

The limited-production Ocean Kayak™, Old Town® and Necky® models use sustainable, post-industrial scrap from the company's manufacturing facilities. Kayak colors will vary slightly from mold to mold due to the recycling process, a "green" badge of honor for consumers.

Johnson Outdoors will contribute one percent of gross sales to the Waterkeeper Alliance™, supporting stewardship of waterways and their communities worldwide.

"The environmental movement is certainly familiar to the industry and to Johnson Outdoors, but the more we thought about it, the more we wanted to illustrate our leadership and commitment to sustainability," says Nando Zucchi, General Manager of Johnson Outdoors Paddlesports. "We're pleased to help the Waterkeeper Alliance build awareness of vital natural resources."



carlisle
PADDLE GEAR

LENDAL

extrasport.

COMPLETING THE EXPERIENCE

Though all eyes may focus on the sculpted beauty of a kayak or canoe, the people in the boat equally appreciate perfection in their paddling accessories. Our brands offer choices for every level of skill and commitment.

Lendal® custom designs kayak paddles that surpass conventional concepts of performance, enabling kayakers to go farther and faster, make bigger moves and run harder rapids. Carlisle® paddles and oars delight a wide range of consumers, manufacturing paddles for canoeing and kayaking and oars for rigid-hull and inflatable boats.

Extrasport® life vests and accessories provide unparalleled fit, feel and function, meeting the demands of fierce competitors as well as people enjoying a serene afternoon on the bay. Together, our brands free paddlers to focus on the beauty of their own personal adventure.



EXTRASPORT® Riptide™ PFD

Extrasport® personal flotation devices have long been the most trusted on the market, preferred by rescue experts everywhere. Thanks to our patented Retroglide™ adjustment system, they're also the most comfortable.

Starting this year, Extrasport® will incorporate Retroglide™ into every PFD it offers. The easy-to-use adjustment system eliminates the need for rigid buckles and straps along the shoulder and neck, so wearers enjoy a comfortable, custom fit.



Be Here

Sulawesi Sea, Near Sipadan Island, Malaysia



DIVING



ADDED DEPTH HEIGHTENS SALES

New-to-the-world products and the successful acquisition of a popular German dive equipment provider led Diving to a 13 percent net sales increase in fiscal 2007.

With feature-rich Galileo™ dive computers, UWATEC® is creating the kind of revolution associated with the line's scientist namesake. SCUBAPRO®, renowned since 1963 for breakthrough gear, further advanced split-fin design with the new Twin Jet Max, delivered improved second-stage regulator performance with the new G250V, and set a new standard for diving comfort with the Everflex™ wetsuit. And the April 2007 acquisition of Seemann™ Sub expanded our presence and profitability in Germany, fueling a 180-degree turnaround in Europe.

In-depth technological capabilities and consumer insights drive sales—because divers at all levels know they can rely on our brands for the highest quality and comfort in dive equipment, freeing them to enjoy the ultimate underwater experience.

UWATEC® Galileo driving toward worldwide record sales.





GLOBAL MARKETING UNCOVERS

WORLD OF OPPORTUNITY

Marketing to the elusive dive consumer is like finding the perfect dive spot, reaching a hidden pocket of riches through insight and skill.

"Only a small percentage of the population dives," says John Schoene, Global Marketing Director for Diving. "We make sure they can find our products where there's good diving water—the Caribbean, the Red Sea, the Pacific Islands."

Specialty dive shops around the world are the key point of consumer contact. "They create communities where divers not only get equipment and training certifications but also share stories and learn about interesting dive opportunities," Schoene says. The Diving group supports these influential dealers with product and technical training, dynamic merchandising and event organization.

Our close connections with consumers yield insight for breakthrough products—like the UWATEC® Galileo™, on track to be our most successful dive computer launch ever. The first dive computer to integrate heart rate monitoring, the Galileo™ also features digital navigation, patented technology to monitor up to four divers' tanks, and upgrades that can be downloaded from our website.

Schoene says the website is another doorway to opportunity. "Our target consumer uses the Internet to research and talk about new products," he says. "Where they go, we go."



IN DIVING REGULATORS & FINS
BUOYANCY COMPENSATORS
DIVE COMPUTERS

- UWATEC® Galileo™ dive computer**
 The first dive computer to integrate heart rate monitoring, the Galileo™ also features digital navigation, patented technology to monitor up to four divers' tanks, and software upgrades that can be downloaded from the web.



BE HERE

Barkley Sound, British Columbia, Canada



CAMPING

COOL GEAR HEATS UP MARKET

Whether you treasure hang-out time with your family or measure hang time with your snowboarding buddies, our Outdoor Equipment brands gear you up for the great outdoors.

Eureka!® creates top-quality tents and sleeping bags for backyard campers, global explorers and the U.S. military. Silva® compasses have guided hikers for generations. And Tech⁴O® leads boldly in developing digital instruments to measure personal performance.

Attention-getting innovation among these brands drove double-digit growth this year in Outdoor Equipment's core consumer segment. Eureka!® N!ergy™, the first wired tent, garnered significant media coverage plus "best of year" honors from ReserveAmerica™. The Tech⁴O® Air Pod™, for skiers, snowboarders and skateboarders, was named a top innovation by *Popular Science*. And the Silva® Polaris™ compass was deemed essential "Guy Gear" by *Boy's Life*, the magazine of the Boy Scouts of America.

Core consumer segments delivered double-digit sales growth in 2007.

Eureka!

Silva.

TECH⁴O®

Eureka!

LEADERSHIP SPANS CENTURIES

In 1899, Eureka!® canvas covers sheltered American frontiersmen in their Conestoga wagons. In 1999, Eureka!® tents made another of their historic trips to the top of Mt. Everest. Wherever our products appear in 2099, they'll be helping people enjoy life outdoors.

Eureka!® creates superior camping tents, sleeping bags and outdoor gear for the boldest explorers and the greenest campers. Our commercial tent division was the first to offer breathtaking, full-scale tension tents for weddings, festivals and other outdoor events. And we proudly meet the challenge of producing tents and accessories to shelter U.S. military personnel in a full range of environments.

Our team's deep insights into consumer needs and desires yield continuing innovation—and keep Eureka!® a timeless market leader.



From a 1977 stop in western Ireland through a backyard overnight with his two daughters this year, Desmond McGlade camped literally all over the world in his Eureka!® Timberline tent. "The old girl finally gave in," McGlade says. "She finally said, 'I've given you 30 years of faithful service... Farewell, my friend.'"

A LEADER IN FAMILY COMMERCIAL & MILITARY TENTS



RESEARCHERS WORK TO INCREASE FUN

How can we help people have more fun outdoors? That question drives Joe Wiegand, Director of Research and Development, and his Outdoor Equipment Group team on their hunt for the next breakthrough.

"We research intensively to understand what people desire, what's on the market, what technology exists," Wiegand says. "Then we find a way to do it better." That includes finding partners, like power pack experts to help with Eureka!® N!ergy™ tents, and a German accelerometer designer for the Tech"O"® Air Pod™. It can also mean reinventing familiar products—for instance, using proprietary Rteq™ fill to create lighter, warmer sleeping bags shaped for the female form.

Such breakthroughs keep the business growing. Says Wiegand, "Even in a tough market, innovation is the pillar of success."



EUREKA!® N!ergy™ Tent
With E! Power™ battery packs, three outlets and on/off switches, N!ergy™ tents offer the coziness of home.



N!ERGY™ TENTS GENERATE BUZZ

Family campers want to cushion their getaway with the comforts of home—and Eureka!® delivers with its popular N!ergy™ tents.

These first-ever fully wired tents draw on the clean, quiet electric power of the portable E! Power™ battery pack. Campers can read, watch movies and play video games while keeping music players and cell phones charged.

N!ergy™ sales helped catalyze double-digit core consumer sales growth for the Outdoor Equipment Group in 2007. Eureka!® is building on this successful launch with a new line of E! Power™ accessories, such as a wet/dry vacuum that doubles as an air pump.

TECH⁴O[®]

Silva[®]



MEASURES OF TRIUMPH



Hardcore outdoor adventurers who want to know how far and how fast they've traveled, as well as weekend warriors seeking to stay on track for fun, turn to our Tech⁴O[®] and Silva[®] brands.

Tech⁴O[®] digital performance products deliver the power of knowledge. Runners, skiers, snowboarders, skaters—anyone moving through time and space can measure speed, distance, calories burned, heart rate and more. Our products succeed because they're easy to use, satisfyingly accurate and stylish, all at a sensible price point.

Silva[®] underscores Tech⁴O[®] innovation with nearly 65 years of outdoor innovation, creating compasses known for unsurpassed accuracy. The combined power of our brands this year drove double-digit growth in Outdoor Equipment Group core consumer sales—a measurable success indeed.

TRAILLEADER WATCH PUTS ACCELEROMETER ON THE WRIST

Hikers, runners and walkers can set their ankles free. The new Tech⁴O[®] TrailLeader watch delivers precise speed and distance measurements, using built-in accelerometer technology. The rugged watch also includes an altimeter, barometer, compass and thermometer—everything necessary for trekking through the wild or walking the dog. Easy-to-use features include calorie and step counters, pace, time, date, stopwatch and alarm features, all in a compact, durable case.

TECH⁴O[®] TrailLeader 1

The TrailLeader watch uses accelerometer technology to measure speed and distance precisely, and offers a host of features for walking, running and exploring.





BE HERE

Johnson Outdoors is the place where our founder Sam Johnson's legacy lives on, where we celebrate his love of the outdoors, passion for the environment and entrepreneurial spirit. Here is where our Chairman and CEO, Helen Johnson-Leipold, leads us in bold innovation across our global organization, delighting consumers and driving long-term, profitable growth. Here is where our people-focused values create a climate of caring that extends to our neighbors and communities.

Sam Johnson

Maroon Bells, Snowmass, Colorado

THE ENVIRONMENT INSIDE MATTERS, TOO

VALUES, POLICIES SUPPORT OUR PEOPLE

The Johnson family legacy lives on in our commitment to our employees' well-being. We pursue "best place to work" programs that support healthy lifestyles, continuing education and, of course, the pursuit of fun and adventure in the outdoors—on the job and off. From health care to profit sharing, benefits begin on day one of employment. Employees can care for mind and body through fitness center memberships and 100 percent tuition reimbursement. Families gain support through programs such as flex time, elder care assistance, adoption assistance and our Sons and Daughters scholarships. Professional development is a top priority, leading to an amazing 53 percent internal promotion rate.

The result is an environment where employees care for each other and extend that care to the community—another Johnson value. We promote employee involvement in hundreds of volunteer efforts, such as school reading programs, family resource centers, drug awareness programs and shelters for women and children.

This year, Chairman and CEO Helen Johnson-Leipold participated in her first triathlon, finishing second in her age group. Her primary purpose was to encourage all our employees to get outdoors and get healthy. That balance and sense of fun permeate Johnson Outdoors, making it the place where employees want to be.



Big fish to fry

Dan Kuenzi, Director of Global Sales for the Johnson Outdoors Marine Equipment Group, tightens his apron and drags a slab of perch through his secret-recipe breading. Nearby, Floyd Wilkinson, JO Human Resources Director, and Kelly Grindle, Group Vice President, Marine Electronics, pull crispy fish from two bubbling fryers.

The executives are serving JO employees lunch at the 8th annual Dan Kuenzi Fish Fry.

Every fall, the team sets up outside JO's downtown headquarters, braving rain, cold and even snow to fry enough fish for 100 people.

Kuenzi started the tradition when employees fished from a stocked pond during lunch hour, though the "catch" now comes from a downtown fish market. "The whole point is to bring everyone together," he says, as he reaches for another slab of fish.

Comfort from home

When the boxes start piling up at the SCUBAPRO® offices in El Cajon, California, it means good things for U.S. troops overseas.

Over the last four years, the plant's 40 or so employees have sent care packages twice a year to four U.S. Army platoons in Iraq and an Air Force platoon in Afghanistan.

"We try to include all the comforts of home: snacks, magazines, games and video games, bath products," says Richelle Pizl, Customer Service Manager. "We want them to know they're in our thoughts."

Pizl suggested the program when she worked with purchasers from SCUBAPRO's military accounts. "They had loved ones overseas, and I started thinking about how we could help. The response here blew me away; it reminds me why I work here."

Let us help

Facing aggressive cancer, Sandra France's mother, Janet Venegas, needed a ride to radiation sessions. But a van to accommodate her wheelchair would cost \$170 per trip.

France's Johnson Outdoors co-workers donated money to cover the transportation plus a home lift chair and hospital bed.

After 14 months of care, including removal of a 12-pound tumor, Venegas is cancer-free.

France, a JO Executive Assistant, remains amazed at her mother's recovery and the outpouring of generosity. "Mom always gave to people who had less," France says. "Now, thanks to the help we got, she's alive."

A notary in need

Steve and Diane Barth knew they could count on Johnson Outdoors for adoption reimbursement assistance and travel leave. Then Steve, a Senior Programmer/Analyst, discovered an extra time-saving benefit. "Physician's statements, employment records, references...all had to be notarized," Steve says. "And JO has several notaries on staff."

With paperwork approved, Steve and Diane spent three weeks in China and brought home a 14-month-old daughter. Like her parents, Samantha Roseanne Chunmei, now a bubbly 4-year-old, knows it's good to have people you can count on.

Says Diane, "At first she'd wake up and we'd see this terrified look in her eyes: 'Oh, no, they're still here.' But after a few days, she'd open her eyes, and you could see the relief: 'Oh, good, they're still here.'"

2007 MPM CLIMATE CHANGE EXHIBIT

Our commitment to the environment included sponsoring a traveling exhibit on climate change at the Milwaukee Public Museum.



JOHNSON OUTDOORS

&

THE ENVIRONMENT

Supporting stewardship

As part of the Johnson Outdoors commitment to sustainability, we offer gear and guidance to groups promoting environmental stewardship.

Extrasport® products were used when the Cornell Lab of Ornithology and The Nature Conservancy searched the Arkansas Mississippi River Delta for the ivory-billed woodpecker, long thought to be extinct.

We've also contributed Extrasport® PFDs to the Waterkeeper Alliance, chaired by Robert F. Kennedy, Jr., for efforts to protect the Pacific Northwest's Columbia River. The Waterkeeper Alliance promotes stewardship of waterways and their communities worldwide.

Our own manufacturing processes also emphasize environmental stewardship. Our complete line of consumer PFDs, for example, will now be crafted from 100 percent GAIA foam, making them PVC-free.

Green in your hands

You're holding yet another example of the Johnson Outdoors commitment to "green" practices. This annual report is printed with environmentally friendly soy-based ink and includes post-consumer-use recycled paper. It was produced using Green Seal-certified products and renewable energy sources. By choosing these printing and production methods, we help promote wise stewardship of our natural resources:

- 4.88 trees preserved for the future
- 14.08 pounds water-borne waste not created
- 2,071 gallons of wastewater flow saved
- 229 pounds solid waste not generated
- 451 pounds greenhouse gases prevented
- 3,453,720 BTUs energy not consumed
- 1,563 pounds air emission not generated
- 3,719 cubic feet of natural gas not used

Climate Change Show calls everyone to act

This year The Climate Change Show came to the Milwaukee Public Museum, with Johnson Outdoors a key local sponsor. The multi-sensory theater experience and interactive exhibits help kids and adults explore the concepts of climate change and understand how everyone can make a difference. We also funded a daytrip to the exhibit by students from the 21st Century Preparatory School, an independent public school of choice for Racine's diverse student population.

OUR PARTNERS

AIDS Resource Center
American Cancer Society
American Red Cross
Big Brothers and Big Sisters
Breast Cancer Research Fund
Cornell University - Center for Entrepreneurship
Family Friendly Workplace Institute
FishAmerica Foundation
Fishing Has No Boundaries
Focus on Community
Gathering Waters
Habitat for Humanity
Homeless Assistance Leadership Organization (HALO)
Junior Achievement
Maine River Coalition Canoe Hullabaloo
Max McGraw Wildlife Foundation
Milwaukee Public Museum
Next Generation Now
Opportunities Industrialization Center
Project Graduation
Racine Zoological Society
Relay for Life
River Alliance of Wisconsin
River Bend Nature Center
Root Pike Watershed Initiative Network
Take a Kid Fishing
The Big Fish
The Prairie School
United Way
Urban Ecology Center
Waterkeeper's Alliance
Women's Resource Center of Racine
And many more...



MANAGEMENT PERSPECTIVE

Solid growth, increased sales and earnings mark 2007

In 2007, successful acquisitions, winning innovation and European expansion catalyzed record sales and improved earnings that outpaced our industry.

- Recently acquired Humminbird®, Cannon®, Lendal® and Seemann™ brands represented a third of the year's revenue growth.
- New products accounted for 30 percent or more of total company net sales for the fourth consecutive year.
- Europe has become a high-growth marketplace with significant white space opportunity for every business.

Although one-time items last year and this year resulted in an unfavorable operating profit comparison, net earnings continued to grow.

We are on an accelerated growth curve, with record-setting market demand for our products resulting in increased inventory and working capital levels. Going forward, we will manage growth efficiently by further strengthening operations, streamlining business processes and fully leveraging assets to grow profits faster than sales.

Over the past five years, we have created positive marketplace momentum for our leading brands, and built a strong foundation for sustained profitable growth. As a result, today we have the financial capability to both invest in the future and return a portion of earnings to our shareholders through quarterly dividends. Our confidence in the future is matched only by our excitement for the journey that lies ahead.

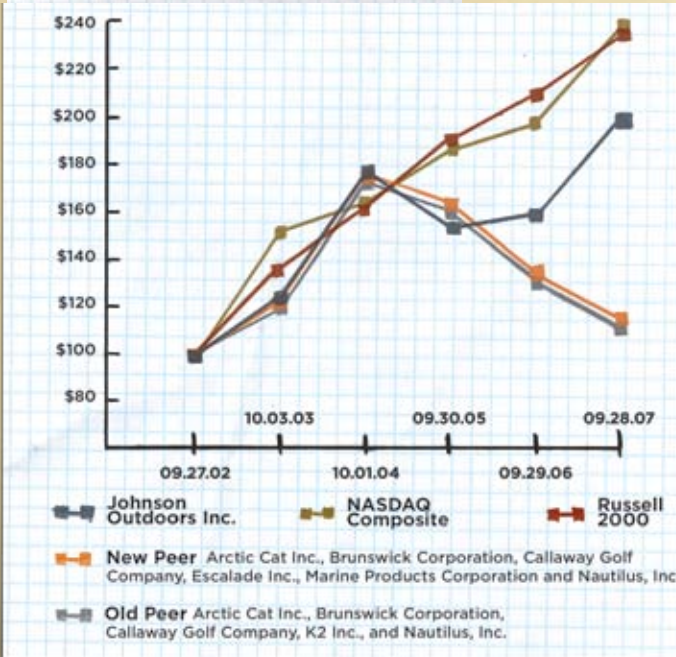
Thank you for your continued support.

Sincerely,

Helen Johnson-Leipold
Chairman & Chief Executive Officer

David W. Johnson
Vice President & Chief Financial Officer

Shareholder Return Outperforms Competitive Peers*



\$100 invested on 9/27/02 in stock or index-including reinvestment of dividends. Fiscal year ending September 28.

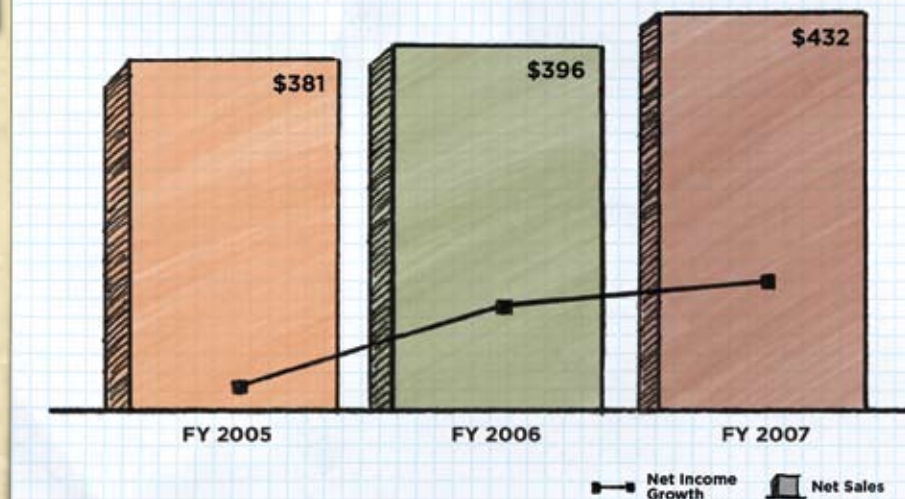
Johnson Outdoors Operating Results

	2005	2006	2007
Net Sales	\$380,690	\$395,790	\$432,060
Gross Profit	\$156,354	\$165,216	\$174,883
Operating Profit	\$15,644	\$20,625	\$17,939
Diluted Earnings Per Common Share	\$0.81	\$0.95	\$1.00
Diluted Average Common Shares Outstanding	8,795	9,161	9,254
Capitalization			
Total Debt	\$50,800	\$37,807	\$42,806
Shareholders' Equity	\$166,434	\$180,881	\$200,165
Total Debt to Total Capitalization	23.4%	17.3%	17.6%

* DOLLAR AND NUMERICAL VALUES IN THOUSANDS EXCEPT FOR PER SHARE DATA

In its filings with the U.S. Securities & Exchange Commission, Johnson Outdoors Inc. and its auditors reported that the Company maintained effective internal controls over its financial reporting as of **September 30, 2007**.

Sales & Net Income (Millions \$)



2007 Growth Percentages

9%
GROWTH IN TOTAL COMPANY SALES

12%
GROWTH IN CORE CONSUMER BRANDS

6%
GROWTH IN NET INCOME

Certain matters discussed in this report are "forward-looking statements" intended to be covered by the safe harbor provisions for forward-looking statements contained in the Private Securities Litigation Reform Act of 1995. Please see "Forward Looking Statements" in the 2007 Form 10-K for a discussion of uncertainties and risks associated with these statements.

INNOVATION DELIVERS
INDUSTRY-LEADING RESULTS

CORPORATE GOVERNANCE

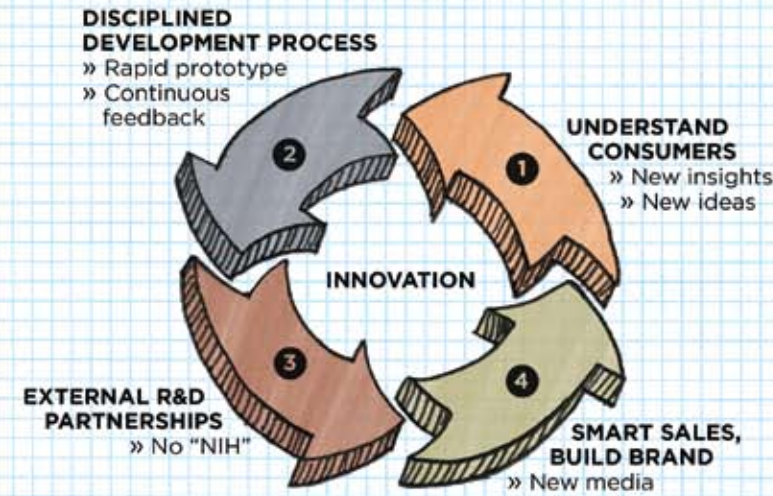
Johnson Outdoors employees, investors, business partners and consumers can rely on our passion for innovation, quality—and integrity.

Our corporate governance statement includes our Shared Values, describing the principles that guide us in working toward our vision, and our Code of Conduct, describing how we act on those principles every day.

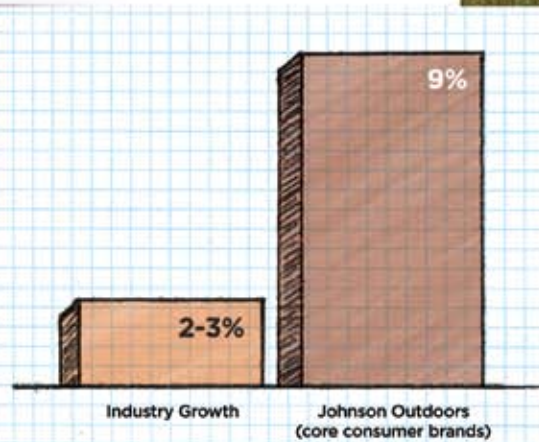
We are dedicated to the well-being of our people, to delighting our consumers and to responsible leadership in our industry. And it all starts with our deep commitment to do the right thing. Laws may change, market conditions may change, objectives may change, but our values will never change.

Johnson Outdoors is in full compliance with SEC financial disclosure regulations and meets or exceeds all corporate governance standards. To review our Shared Values, Code of Conduct, Corporate Governance Guidelines, Board of Director committee charters and other corporate governance documents, please see www.johnsonoutdoors.com.

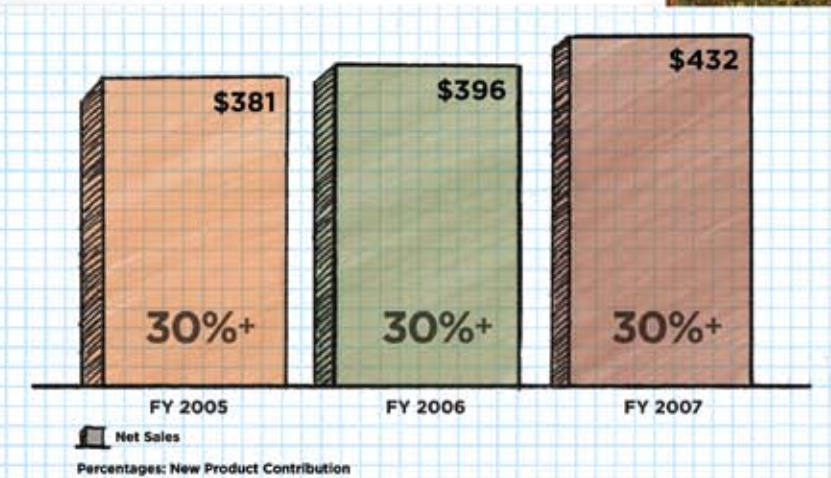
Our Innovation Engine



Growth 3x Faster Than Industry



Net Sales & New Product Contributions (Millions \$)



BOARD OF DIRECTORS



Helen P. Johnson-Leipold
Chairman of the Board
Director since 1994
Chairman & CEO,
Johnson Outdoors
Chairman,
Johnson Financial Group
Johnson Foundation
Director,
S. C. Johnson & Son, Inc.
Johnson Diversey, Inc.



Thomas F. Pyle, Jr.
Vice Chairman of the Board
Director since 1987
Chairman,
The Pyle Group
Director,
Sub Zero Corporation



John M. Fahey, Jr.
Director since 2001
President and Chief
Executive Officer and
Chairman, the Executive
Committee of the Board
of Trustees of the National
Geographic Society
Director,
Jason Foundation
for Education



Terry E. London
Director since 1999
President,
London Partners, LLC
Director,
Pier 1 Imports, Inc.



W. Lee McCollum
Director since 2005
Executive Vice President
and Chief Financial Officer,
S.C. Johnson & Son, Inc.
Director,
Johnson Financial Group
Sigma-Aldrich Corporation



Edward M. Lang
Director since 2006
President, Business
Operations and
Alternate Governor,
the Nashville Predators
Director,
Nashville's Adventure
Science Center and
Nashville Predators
Foundation

CORPORATE OFFICERS



Helen P. Johnson-Leipold
Chairman & Chief
Executive Officer



David W. Johnson
Vice President &
Chief Financial Officer



Alisa D. Swire
Vice President,
Business Development
& Legal Affairs;
Corporate Secretary



John C. Moon
Vice President &
Chief Information
Officer



Sara M. Vidian
Vice President,
Human Resources



Cynthia A. Georgeson
Vice President,
Worldwide
Communication



Kelly T. Grindle
Group Vice President,
Marine Electronics



William S. Kelly
Group Vice President,
Outdoor Equipment



Mark E. Leopold
Group Vice President,
Watercraft



Joseph B. Stella
Group Vice President,
Diving



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