



September 29, 2016

Johnson Outdoors Reports Changes in Board of Directors

RACINE, Wis., Sept. 29, 2016 (GLOBE NEWSWIRE) -- **Johnson Outdoors Inc.** (Nasdaq:JOUT), a leading global outdoor recreation equipment company, today announced that W. Lee McCollum is retiring from the Board of Directors effective November 1, 2016. Mr. McCollum is the former Executive Vice-President and CFO of SC Johnson and has served as a director of Johnson Outdoors for over a decade. Helen Johnson-Leipold, Chairman and CEO of the Company, said: "Lee's financial acumen and breadth of experience have been invaluable to the Board, particularly throughout our emergence from the 2008 recession as we laid the foundation for continued success and sustained long-term profitable growth. We thank Lee for his service and many contributions, and wish him all the best in the future."

The Company also announced the appointment of Mr. Edward Stevens to the Board of Directors effective November 1, 2016. Mr. Stevens is joining the Board as a Class B Director, and will stand for re-election at the Annual Meeting in 2017.

Mr. Stevens is the Chief Operating Officer of Kibo Software, Inc. a comprehensive, cloud-based, omnichannel commerce platform company. Mr. Stevens was previously a Founder and CEO of Shopatron, a leading provider of cloud-based, e-commerce order management services. Mr. Stevens is also the author of "Allied To Win: How I Launched And Led A Leading eCommerce Company."

Helen Johnson-Leipold, Chairman and CEO of the Company, said: "Ed brings a wealth of knowledge and expertise in ecommerce, ranging from strategy to execution, just as we are beginning transformation of Johnson Outdoors' digital presence to enhance the online experience and expand access for consumers to our family of great outdoors brands. We are pleased and excited to welcome Ed to the Board."

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 Gear. Johnson Outdoors' familiar brands include, among others: Old Town® canoes and kayaks; Ocean Kayak™ and Necky® kayaks; Carlisle® paddles; Extrasport® personal flotation devices; Minn Kota® motors; Cannon® downriggers; Humminbird® marine electronics and charts; SCUBAPRO® dive equipment; Silva® compasses; Jetboil® outdoor cooking systems; and Eureka!® camping and hiking equipment.

Visit Johnson Outdoors 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. These statements may be identified by the use of forward-looking words or phrases such as "anticipate," "believe," "confident," "could," "expect," "intend," "may," "planned," "potential," "should," "will," "would" or the negative of those terms or other words of similar meaning. 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 economic conditions, consumer confidence levels and discretionary spending patterns in key markets; the Company's success in implementing its strategic plan, including its targeted sales growth platforms, innovation focus, its digital presence; litigation costs related to actions of and disputes with third parties, including competitors; the Company's continued success in working capital management and cost-structure reductions; the Company's ongoing success in meeting financial covenants in its credit agreements with its lenders; the Company's success in integrating strategic acquisitions; the risk of future write downs of goodwill or other long-lived assets; the ability of the Company's customers to meet payment obligations; movements in foreign currencies, interest rates or commodity costs; fluctuations in the prices of raw materials or the availability of raw materials used by the Company; the success of the Company's suppliers and customers; the ability of the Company to deploy its capital successfully; unanticipated outcomes related to outsourcing certain manufacturing processes; unanticipated outcomes related to litigation matters; 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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Source: Johnson Outdoors Inc.

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