



JOHNSON
OUTDOORS

THE SPIRIT OF ADVENTURE

Sam Johnson

LETTER TO SHAREHOLDERS

In 35 years, Johnson Outdoors has grown from a single brand into a nearly \$400 million global organization. Today we are building on our rich heritage of continuous innovation to deliver sustainable growth and enhanced shareholder value long-term.

Revenue growth in 2005 surpassed the industry. Total sales were up seven percent over last year,



driven by our rapid integration of Humminbird® and a company-wide renaissance of innovation.

We are confident in the steps we have taken to create a more efficient, productive organization. Our investments to spur and sustain profitable growth are transforming Johnson Outdoors, even as we return to our essential core: market-leading innovation.

Smart innovation, featuring a meaningful difference and a clear value, gives us a vital competitive edge and helps grow our customers' business. Coupled with smart investment, innovation expands our technology horizon, our markets, our brand equities, and yields measurable results. The effect on growth is clear: for the last three years, new products have accounted for more than 25 percent of annual revenues.

Watercraft

Complexities and redundancies have been reduced and operating efficiency has improved, although we have yet to reap the full benefit of simplification efforts. In five years, we have consolidated 16 Watercraft sites into five. Equally dramatic is the increased speed-to-market resulting from streamlined development and production.

In 2005, new products drove double-digit growth in sales among our leading domestic and European customers. Our new-to-the-world Escape® electric watercraft achieved regional rollout goals and will expand nationally in 2006. Ocean Kayak® grew share in the exploding kayak fishing market, where sales have doubled in each of the past four years. And Old Town® will roll out sturdy hydrolite boats that are 20 percent lighter than competitor models, for the growing female and baby-boomer segments, further building upon this year's successful Dirigo™ kayak and Charles River™ canoe introductions.

Diving

We are transforming our businesses one by one to enhance profitability. This year, we turned our focus to Diving, where European restructuring to improve operating efficiency is well underway. We are consolidating four European distribution centers into one central location, installing an integrated ERP system to capture synergies, and implementing a true global business model while supporting regional customers.

At the same time, we are driving new product innovation to help rebuild momentum in the market, such as simpler, easier-to-use computers for the recreational diver, and new underwater breathing regulators and diving gear for both novices and enthusiasts. Meanwhile, this year's worldwide UWATEC® Aladin™ dive computer launch is on track to be the most successful in Johnson Outdoors history.

Marine Electronics

Eighteen months ago we became a formidable competitive force in the marine market with two great brands – Minn Kota® and Humminbird®. In 2005, sales in this division increased 32 percent due to fast and efficient integration and new product innovation. We will continue to build on our brand equities, using the Minn Kota® name to expand and grow at home, and leveraging the strength of Humminbird® overseas. The recently acquired Cannon®

downriggers will add more depth and expand penetration for our marine electronic portfolio of leading brands.

Outdoor Equipment

Consumer camping continues to be a challenging market segment, and so we continue to work on delivering new products to bring excitement to this mature market. The commercial tent segment remains flat, though our big tent expertise opened the door to lucrative, high-margin military contracts over the past five years. The unpredictability of military sales makes cost-efficient “right-sizing” a moving target. We are striving for more military orders, while driving growth in other segments with new products, such as new Silva® digital instruments for skiers, runners and rollerbladers, and new Eureka!® solar-powered tents.

Looking Ahead

We will continue working hard to manage rising commodity and compliance costs, seeking purchasing leverage and raising prices if warranted. Even more important, we remain focused on knowing our consumers and our markets better—and turning that unique insight into award-winning products.

The last five years have seen a transformation of Johnson Outdoors unmatched in our 35-year history. We are striving to optimize our business structure, processes and balance sheet,

streamlining, simplifying and improving efficiency with improved profitability as our goal. We have a clear vision of the future with a firm, focused commitment to build upon our impressive history of product firsts.

Innovation helps to protect our margins, reduces the impact of unpredictable markets and enhances growth regardless of economic trends. Our passion for both the outdoors and our products is the catalyst for innovation, which, coupled with efficient processes and sophisticated research and technology, has created a pipeline brimming with new ideas and new products aimed squarely at market growth sectors.

We are excited about the future for the next 35 years and beyond! We welcome you as our partners in this adventure.

Sincerely,

A handwritten signature in black ink that reads "Helen P. Johnson-Leipold".

Helen P. Johnson-Leipold
Chairman and
Chief Executive Officer

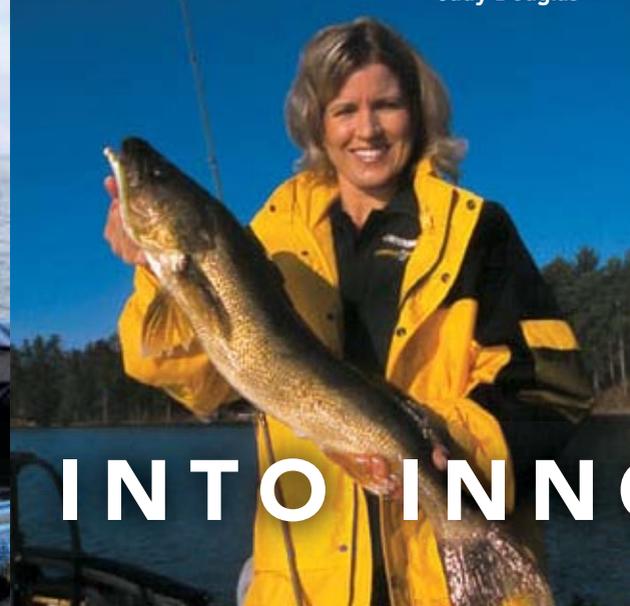
Nando Zucchi



Sergio Angelini



Judy Douglas



Josh Whitney



TURNING PASSION INTO INNOVATION

FUELING GROWTH

Here are just a few examples of the powerful results Johnson Outdoors achieves through our employees' passion for outdoor recreation and keen business insight. In a culture that encourages original thinking, aided by sophisticated R&D, we create innovative products that drive business growth and create long-term, sustainable value.

Nando Zucchi

GENERAL MANAGER,
PADDLE SPORTS

"If you don't paddle, if you don't know how the experience is supposed to look and feel, there's no way you'll get close enough to discover the consumer's unmet needs." Nando Zucchi practices what he preaches, kayaking in the morning before work, often with other Johnson Outdoors employees. Their trips inspire innovations like the popular Old Town® Dirigo™. "We'd go out paddling and see how uncomfortable beginners looked," Nando says. "We heard consumers talk about not liking to have their knees under the cockpit, about fears of being trapped." The Dirigo™ lets paddlers put their knees in the center of the cockpit while still 'wearing the boat.' "People can't believe

someone designed a product for the way they want to use it," Nando says. The Cornell MBA, who once built a wooden kayak in his garage, also emphasizes designing a product for the way it will be manufactured. In 2005, the Dirigo™ generated 25 percent of Old Town® kayak sales, the most successful kayak launch in the brand's history.

Sergio Angelini

GENERAL MANAGER,
UWATEC

Sergio Angelini learned to scuba dive when taking breaks from researching nuclear power plant safety at the University of California. At Johnson Outdoors, he combines his Ph.D in mechanical engineering with his diving experience. For example, he says, "I once lost a dive sonar because I thought I'd put it in my

buoyancy compensator (BC) pocket, but missed." That inspired a patented Johnson Outdoors BC with more accessible pockets. Personal perspectives are invaluable in product development, Sergio says. "We're not designing from a spec sheet. We know what's necessary under water." Employees are encouraged to keep their diving equipment at the office, pursue advanced certification and participate in team diving trips—all to produce unique products. "Without innovation, we might as well shut down," Sergio says, adding that a focus is on rapidly changing electronics. "Compare cell phones from ten years ago to new ones with all the features," he says. "We're making the same advances in our dive computers. People expect it, and we deliver."

Judy Douglas

DIRECTOR OF MARKETING,
MARINE ELECTRONICS
GROUP

The childhood trips Judy Douglas took with her parents to a northwoods cabin have morphed into getaways with her own children, and one thing is constant: fishing. "Our five-year-old is a fanatic," Judy says. She and her team have turned a love of fishing into a marketable, competitive advantage with retailers, writers and TV personalities spreading the word about Minn Kota®, Humminbird® and Cannon®. Like other Johnson Outdoors innovators, Judy knows good things happen when something goes wrong. "It's the frustration you experience with a product that makes you think 'This has got to change!'" she says. She points to the hassle of

lifting trolling motors in and out of the water on an all-day fishing trip. "Even the macho guys started to complain." Minn Kota® product developers turned frustration into success with the Maxxum Pro™ trolling motor. "It has a gas-assist cylinder, like an SUV hatchback," Judy explains. Consumers love it—and Judy says that's no accident. "When you have a team of people who fish, you know what ideas will work."

Josh Whitney

PRODUCT MANAGER,
SILVA

Josh Whitney augments his passion for recreation with an MBA and a bachelor's degree in mechanical engineering, and he enjoys bringing work home. "Every day after work I do some outdoor activity—running, skiing, in-line skating. That's when I get my

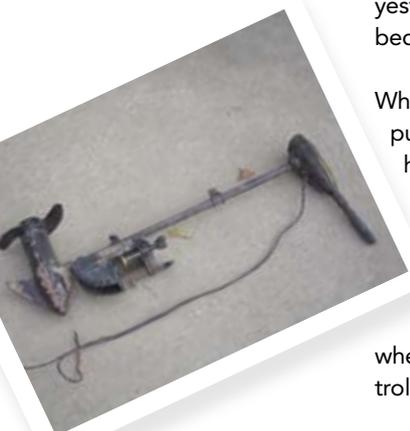
ideas," he says. Developing the new Silva® digital instruments, he adds, "I haven't worn an analog watch for more than a year." That experience makes a vital difference. On one eight-hour hike, Josh tested speed and distance gauges built into a heart rate monitor worn on a rubber strap around the chest. "This was summer on the East coast—hot, humid and uncomfortable," Josh says. He came back to work with a design change: hikers interested in only the speed and distance data can now remove the center of the strap and wear it on a belt loop or in a pocket. "That change earned us placement with major retailers," Josh says. He adds, "Me-too products have no chance of succeeding; for long-term stability, we have to innovate."

INNOVATION IN ACTION

Hello,

My name is James Allen and I am a fishing guide on Lake Texoma. I guide full time and fish all year long. I was fishing one of my "hot spots" yesterday, and was anchored down because it was kind of windy.

MINN KOTA



When we decided to leave, I tried pulling in the anchor, but it was hung on something... This is the same spot [where] I lost another anchor last week, and I thought it was another tree limb or log or something like that. Imagine my surprise when I pulled up a 55-pound thrust trolling motor!

I could tell that it had been down for a while because there was mud

all over it, and moss had started to grow on it. The handle still turned pretty easily, as did the blade, so I took it back to my starting battery, and hooked it up.

Guess what—it worked on the first try! I am going to take it apart and let it dry out, but it looks like I have another trolling motor in my arsenal.

I've always used Minn Kota but really never had a preference of brands until now. If your product holds up this well under these conditions, then I am a customer for life... This more than makes up for the anchor I lost last week.

Thanks again, **James A.**
Blue Water Striper Guide Service
Lake Texoma, Oklahoma

RECENTLY, I EVACUATED BILOXI, MISSISSIPPI

as Hurricane Katrina headed for the Gulf Coast. In my haste to leave...I tied my Old Town Charles River canoe to a tree and left it. As you have seen on TV, the wall of water associated with this storm was 22+ feet high and driven by Category 4 winds. Well, the RV park was decimated...The entire park was under 22 feet of water!



Old Town

It was only yesterday, September 10, that I was able to return to try to find my beloved Charles River. Well, far back in the brush, tangled among the fallen trees and debris...I could see the two ends of my canoe. A neighbor and I dug and pulled and finally pried it from the rubble. Unbelievably, it was not only in one piece, it

barely had a scratch on it! ...Little in the park withstood the onslaught of this killer storm, but my Old Town canoe made it through to float down another river.

Thank you, thank you for a product that uplifted my day. Even as I praise you and the fine products you manufacture, I am reminded of the terrible devastation I see as I walk thru Biloxi, and I realize how fortunate I am. I have always felt the Royalex was the most durable boat to buy; now I have an amazing story to illustrate the facts.

Terry N.
Parkers Landing
Biloxi, MS

Hi Eureka!!

I am a geology major at the University of Southern Indiana, Evansville. And as a summer course, seven students and one instructor embarked on a 16-day field excursion to do some mapping in the Dakotas. Our first night out, May 12, we camped at the Badlands National Park in South Dakota. Of the eight tents set up, two were Eureka's. I have the Eureka Apex 2XTA, and my instructor, Dr. Jim Durbin, has the civilian version of your military combat tent.

A winter storm came screaming through the Great Plains around 4:30 in the morning, with (estimated) 70-mile-an-hour straightline wind gusts, sleet, thunder and lightning. Our group awakened to the sound of snapping tent poles and flapping, tearing taffeta. Not a good noise to hear in the middle



Eureka!

of the night, during a winter storm, while stuck in the Badlands, trust me...

To make a long story short, the next morning, the two Eureka's were the only tents that remained undamaged, dry inside, and habitable.

So, again...a hearty THANK YOU from this lowly undergraduate geology student. I love my tent, and I love that my instructor knows I was the only student smart enough to bring great gear. Hopefully, in addition to saving my butt on the Plains, Eureka will get me an "A" in the class!!

Sincerely,
Elizabeth R.
Fairfield, IL

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

FIELD & STREAM
THE WORLD'S LEADING OUTDOOR MAGAZINE

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



Outside Magazine
Eureka!® & Necky®

ICAST

International Convention
of Allied Sportfishing Trades
Minn Kota®

THE MAGAZINE DIVERS TRUST
SCUBA DIVING

Scuba Lab Top Performer
Scubapro®

maats marine aftermarket accessories trade show

Marine Aftermarket
Accessories Trade Show
Humminbird®



Paddler Magazine
Old Town®, Ocean® & Necky®



www.johnsonoutdoors.com

Certain matters discussed in the Chairman's Letter are "forward-looking statements" intended to be covered by the safe harbor provision for forward-looking statements contained in the Private Securities Litigation Reform Act of 1995. Please see "Forward Looking Statements" in the 2005 Form 10-K for a discussion of uncertainties and risks associated with these statements.

Johnson Outdoors Inc.

555 Main Street
 Racine, Wisconsin
 53403-1015 USA
 (262) 631- 6600

Nasdaq: JOUT

WATERCRAFT



MARINE ELECTRONICS



DIVING



OUTDOOR EQUIPMENT



In fiscal 2005, the addition of Humminbird® and a renewed emphasis on innovation in every division drove an increase in revenues that out-paced the industry. A strong line-up of new products represented nearly a third of total company revenues, more than off-setting an anticipated drop in military tent sales. Profits were down compared to last year due to unusual or one-time costs in both fiscal years. Excluding these items in both years, profits in fiscal 2005 would have increased. And we ended the year with a strong cash position*, providing us the financial flexibility to execute our strategic growth plans.

We are committed to ever stronger, more competitive businesses and to ensuring sustained profitable growth and enhanced shareholder value long-term.

Helen P. Johnson-Leipold



Chairman and
Chief Executive Officer

David W. Johnson



Vice President and
Chief Financial Officer

*On October 3, 2005, Johnson Outdoors Inc. announced a cash acquisition of the assets of the Cannon® and Bottomline® brands which reduced fiscal 2005 cash reserves by an estimated \$10 million.

(thousands, except per share data)

	2003	2004	2005
Operating Results			
Net sales	\$315,892	\$355,274	\$380,690
Gross profit	127,989	147,618	156,354
Operating profit	11,613	19,128	15,532
Diluted earnings per common share	\$ 0.63	\$ 0.99	\$ 0.81
Diluted average common shares outstanding	8,600	8,774	8,795

Capitalization

Total debt	\$ 77,473	\$ 67,019	\$ 50,800
Shareholders' equity	\$144,194	\$160,644	\$166,434
Total debt to total capital	35.0%	29.4%	23.4%

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, 2005.

Financial Highlights

Strategic Growth
Plan Summary

35 Years of
Continuous Growth

Board of Directors

Transformation
Strategy

Corporate Officers

Our vision for growth is to expand our markets, our brand equities and our technology horizon.

I N N O V A T I O N



Long-term shareholder value and sustainable profitable growth

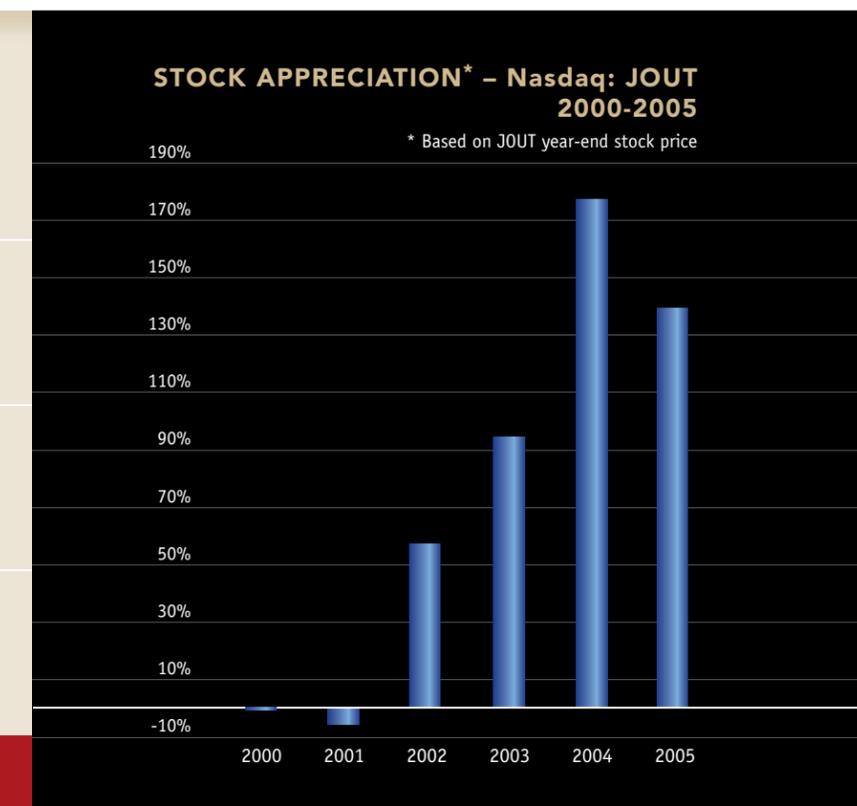
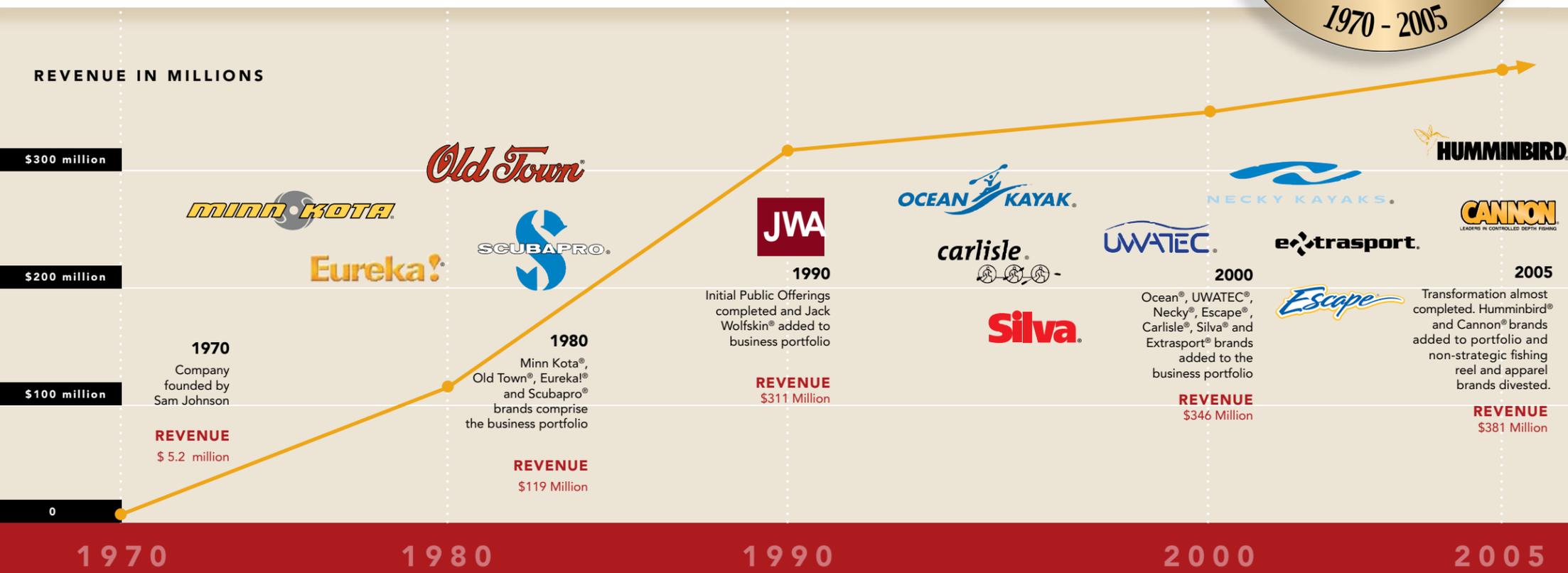
35 Years of Continuous Growth

1970-2005: 13.5% COMPOUND ANNUAL GROWTH IN REVENUE.



DRIVING SUCCESS THROUGH INNOVATION

Since Sam Johnson founded Johnson Outdoors 35 years ago, we've emphasized innovation in both our products and our business model...always seeking profitable, long-term growth.



Board of Directors



Helen P. Johnson-Leipold, 48
Chairman and Chief Executive Officer.
Director since 1994.
Also Chairman of Johnson Financial Group,
Director of S.C. Johnson & Son, Inc.
and JohnsonDiversey, Inc.



Thomas F. Pyle, Jr., 64
Vice Chairman of the Board.
Director since 1987.
Chairman, The Pyle Group.
Also Director of Sub-Zero Corporation



Gregory E. Lawton, 54
Director since 1997.
President and Chief Executive Officer
and Director of JohnsonDiversey, Inc.
Also Director of General Cable Corporation
and Superior Metal Products, Inc.



Terry E. London, 56
Director since 1999.
President of London Partners LLC.
Also Director of Pier 1 Imports, Inc.



John M. Fahey, Jr., 53
Director since 2001.
President and Chief Executive Officer
and Chairman of the Executive Committee
of the Board of Trustees of the National
Geographic Society. Also Director of
Jason Foundation for Education.



W. Lee McCollum, 56
Director since 2005.
Executive Vice President and Chief Financial
Officer of S.C. Johnson & Son, Inc.
Also Director of Johnson Bank,
Sigma-Aldrich Corporation and
Cofresco Frischhalteprodukte GmbH.

TRANSFORMATION STRATEGY

Since 2000, Johnson Outdoors has transformed
and optimized our business at every level,
returning to the core of who we are...

AN INNOVATION LEADER.



C O R P O R A T E O F F I C E R S



Helen P. Johnson-Leipold
Chairman &
Chief Executive Officer



Jervis B. Perkins
President &
Chief Operating Officer



David W. Johnson
Vice President &
Chief Financial Officer



Susan E. Love
Vice President &
Chief Information Officer



Kevin J. Mooney
Vice President –
Worldwide Human
Resources



Alisa D. Swire
Vice President –
Business Development
& Legal Affairs



Cynthia A. Georgeson
Vice President –
Worldwide Communication



Mark E. Leopold
Group Vice President –
Watercraft



Kelly T. Grindle
Group Vice President –
Marine Electronics



William S. Kelly
Group Vice President –
Outdoor Equipment



Joseph B. Stella
Group Vice President -
Diving



OUTDOOR EQUIPMENT

From family fun to high adventure, Eureka!® and Silva® answer the call of the great outdoors. *Consumer Reports* ranked the Eureka!® Titan™ among the best for family camping, and *Newsweek* told consumers to “grab it” for fall excursions. The rugged Eureka!® Timberline® Outfitter 4 was the tent of choice for Patagonia Adventure Expeditions’ ecologically friendly treks along Chile’s Aysen Glacier Trail. Eureka!® protected expeditions across Nepal’s Everest region and up Tanzania’s

Mt. Kilimanjaro, and housed at-risk urban youth in Big City Mountaineer mentoring trips into backwoods America. Silva®, known for quality compasses, introduced digital performance instruments that track speed, distance and heart rate for runners, skiers and rollerbladers. Specialty tents round out the Outdoor Equipment Group portfolio, providing Eureka!® quality and value to rental and military markets.

Eureka!®
Silva®—
Turning the outdoors into a welcome adventure

OUTDOOR EQUIPMENT

Eureka!®

Silva®

OUTDOOR EQUIPMENT



ATV Garage



Firefly™



Inline skate speedometer



Ski speedometer



Run speedometer





DIVING

When Miramax Pictures explored the amazing underwater world for their highly acclaimed documentary "Deep Blue," they knew deep down they needed the best. That's why they chose Scubapro® and UWATEC® diving equipment. Global leaders in innovative recreational diving equipment, Scubapro® and UWATEC® design products for maximum comfort and performance to provide a lifetime of enhanced underwater experiences. This year, the new UWATEC®

Aladin™ dive computers hit dive stores around the world. This sophisticated yet easy-to-use series accommodates a broad range of diving skills, and is on track to be the most successful dive computer global launch in Johnson Outdoors history. On tap for 2006 is a full range of new Scubapro® regulators and diving gear for new and avid divers alike. Our elite global dealer network stands ready with outstanding products and world-class service to meet every diver's needs.

ScubaPro®, Uwaterc®—
Deep down, only the best will do.

DIVING



X650



MK17



T-Force



Twinjet



Futura



Nexus



Smart Z™



Everflex™

DIVING



WATERCRAFT

As consumer paddling rebounds, the Watercraft division is ready—more streamlined, more efficient, and more innovative. In 2005, our brands set sales records at major consumer sport shows, while strong new products drove double-digit sales growth in the U.S. and Europe. Necky® was official kayak of Primal Quest®, the world's toughest expedition adventure race; the Old Town® Cayuga®, official boat of "Kayak for a Cause,"

a grueling 12.5 mile race across Long Island Sound; and the Old Town® Dirigo®, *Paddler Magazine* recreational kayak of the year. Extrasport® added comfort to kayak seating and apparel. Carlisle® introduced high-performance carbon and fiberglass paddles. And Escape® unique electric-powered recreational watercraft saw test market demand outpace availability— a good sign for the 2006 national rollout.

**Escape®,
Ocean Kayak®,
Necky® and
Old Town®** –
For adventure
on the water

WATERCRAFT

WATERCRAFT

Old Town

NECKY KAYAKS®

Escape

OCEAN KAYAK®

carlisle.
— — —

e^xtrasport.



Chaise Lounge

Manitou™

Prowler™

Cayuga™

Venus™



Pro Expedition



Dirigo™



Enchantment carbon

Magic carbon



MARINE ELECTRONICS

The addition of the Humminbird® brand drove record 2005 sales and profits for the Marine Electronics Group. Minn Kota® has nearly doubled market share since 2000, increasing distribution and sales through innovation and targeted marketing. We're leveraging our expertise to do the same for Humminbird®, this year delivering growth in the U.S. and even stronger leadership overseas. Innovation also generated awards for these powerhouse

brands. Field and Stream® named Minn Kota® Maxxum Pro™ 2005 "best of the best" for its unique Lift-Assist motor stowing technology. The Humminbird® 987c, with side imaging and picture-like quality, received top innovation honors at MAATS, a premier marine trade show. With newly added Cannon® downriggers, for controlled depth fishing, we now compete in five marine electronics segments—a \$350 million marketplace opportunity.

Minn Kota®— Anywhere. Anytime.

Humminbird®— Simply. Clearly. Better.

MARINE ELECTRONICS



Humminbird® 987 sonar



787 sonar



383 sonar



Maxxum Pro™



Edge™



Riptide™ Pro



MK 345 on-board battery charger

OUR INSPIRATION



Nowhere is the **SPiRiT OF ADVENTURE** more apparent than in the life of our founder, Sam Johnson. For seven decades, Sam explored life to the fullest. Whether in the world of business, or a world of  wonder in some far off exotic land, Sam's spirit  of adventure serves as a constant beacon for both how we run our business and how we live our lives. Here is a rare glimpse into Sam's passion for adventure as seen through his own eyes.



COMMON LOON

SAMUEL C. JOHNSON

Lake Owen, Wisconsin





SCHOOL OF SNAPPERS

SAMUEL C. JOHNSON

Papua, New Guinea
1999

PITCHER PLANT

SAMUEL C. JOHNSON

Mt. Kinabalu, Malaysia
1994





MACHU PICHU

SAMUEL C. JOHNSON

Machu Picchu, Peru

NAMEKAGON RIVER

SAMUEL C. JOHNSON

Lake Owen Area, Wisconsin





CUTLEAF MAPLE

SAMUEL C. JOHNSON

Racine, Wisconsin



JOHNSON
OUTDOORS



© 2004 by Permission of Imogene P. Johnson.

All Rights Reserved, Courtesy of Johnson Keland Management, Inc.