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**JOHNSON OUTDOORS PADDLESPORTS LAUNCHES NEW WEBSITES FOR NECKY[®],
OCEAN KAYAK[®] AND OLD TOWN[®] BRANDS**

Ferndale, WA (May 1, 2006) Johnson Outdoors Paddlesports, a leader in the recreational boating community, is pleased to announce the launch of three new websites for their core boat brands: Necky[®] kayaks, Ocean Kayak[®] and Old Town[®] Canoes & Kayaks. Developed by one of America's leading design and creative firms, Hanson Dodge, the new Johnson Outdoor Paddlesports websites offer a myriad of consumer-friendly features while reflecting each brand's unique passion and commitment toward a great experience on the water.

Web addresses for Old Town[®] Canoes & Kayaks, www.oldtowncanoe.com and Ocean Kayak[®], www.oceankayak.com, will remain the same, while the Necky kayaks URL will change to www.necky kayaks.com. All sites go live May 1, 2006.

"We are very pleased to team with Hanson Dodge, an agency respected as one of the premier branding firms in the country," said Nando Zucchi, General Manager of Johnson Outdoors Paddlesports. "Consumers, retailers and media alike will notice a sleek new look to our sites as we've strived to create an intuitive, enjoyable experience that reflect the singular personality of each brand."

The new Johnson Outdoors Paddlesports websites will continually evolve to keep content fresh and appealing to consumers. Features will include useful information like how to outfit a fishing kayak, exciting photos and stories from paddlers, links to resources and dealer specific components such as access to order forms, installation kit instructions and more.

Johnson Outdoors Paddlesports Division is a subsidiary of Johnson Outdoors Inc. Johnson Outdoors manufactures and markets a portfolio of top-quality products for the global marketplace across four categories: Watercraft, Marine Electronics, Diving and Outdoor Equipment. Johnson Outdoors' familiar brands include, among others: Ocean Kayak[®], Necky[®] kayaks, Old Town[®] canoes and kayaks, Extrasport[®] paddling gear and PFD's, Carlisle[®] paddles and oars, Escape[®] electric boats, Minn Kota[®] motors, Cannon[®] downriggers, Humminbird[®] fish finders, 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 \$381 million in 2005. Visit Johnson Outdoors online at www.johnsonoutdoors.com.

Hanson Dodge Creative is America's leading Active Lifestyle agency. Hanson Dodge works with consumer products clients like Trek Bicycles, Johnson Outdoors, Burton Snowboards, Horizon Fitness and Nike Cycling to design integrated branding and ebusiness communications that connect their brands with the fast growing target audience of active consumers. Established in 1984 Hanson Dodge is located in Milwaukee's historic Third Ward at 220 E. Buffalo St. For more information contact partner Tim Dodge at 414.347.1266 or visit www.hansondodge.com. ###