



WATERCRAFT DIVISION

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BACKGROUND

JOHNSON OUTDOORS
The Spirit of Adventure

RACINE, Wis. – Johnson Outdoors, Inc. is a leading, global outdoor recreation company that turns ideas into adventure with innovative, top-quality products. For today’s active paddlers, divers, campers, hikers, and anglers, Johnson Outdoors makes the outdoors accessible for everyone from the serious, hard-core enthusiast craving the next big rush to the novice looking for an hour-long vacation from the ordinary.

With headquarters in Racine, Wisconsin, Johnson Outdoors designs, manufactures and markets a portfolio of award-winning products for enthusiasts and recreational users worldwide, including:

- Canoes, kayaks, paddles, oars, recreational sailboats, personal flotation devices and small thermoformed recreational boats
- Electric boats featuring the Minn Kota® electric propulsion system
- Technical underwater diving products, dive computers and other electronics, and diving buoyancy compensators
- Commercial and consumer tents and backpacks and field compasses
- Electric trolling motors for fishing boats and electric primary propulsion motors for other small watercraft
- Fish finders and GPS technology

- more -



In the watercraft sector, the company's industry-leading brands include Old Town® canoes and kayaks; Ocean Kayak™, Necky® kayaks; Escape® electric boats, pedal boats, sailboats, and deck boats; Carlisle® paddles and oars; and Extrasport® personal flotation devices. The company is the world's leading manufacturer of kayaks, canoes and accessories, which are available in specialty stores and marine dealers, sporting goods stores and catalog and mail order houses throughout the United States and Europe.

Johnson Outdoors makes and markets backpacking, expedition, outfitter and family tents, screen house and day use shelters, backpacks and equipment bags, and camping accessories under the Eureka brand name, and compasses by Silva.

Other flagship brands in the Johnson Outdoors family are: SCUBAPRO® and SnorkelPro diving equipment and UWATEC® instruments; Minn Kota® electric boat motors, battery chargers and accessories; and Humminbird® fishfinders and GPS equipment.

Johnson Outdoors was founded in 1970 by Sam Johnson, the fourth generation of his family to lead the consumer giant, S.C. Johnson & Son, maker of well-known household brands such as Pledge, Glade, Windex and Ziploc. Under his leadership, a \$171 million wax company grew to a family of four thriving businesses with combined sales of over \$8.0 billion worldwide. The recipient of numerous awards over the years, Johnson was named "Master Entrepreneur of the Year" in 2002, recognizing a lifetime of entrepreneurial achievement. Johnson, who passed away in 2004, turned over the reins of leadership of the family businesses to his children in 2000, including his daughter, Helen Johnson-Leipold, who is Chairman and CEO of Johnson Outdoors. Johnson-Leipold is the first woman in five generations to lead a Johnson family enterprise, bringing more than 25 years of marketing and senior management experience to the role.

Johnson Outdoors employs 1,500 people across 24 operations around the world and reported sales in 2004 at \$355 million.

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