



WATERCRAFT DIVISION

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**OCEAN KAYAK® AND NECKY® KAYAKS
SUPPORT FIGHT AGAINST BREAST CANCER**

**One Percent of Gross Sales on Companies Women's Specific Kayaks
Goes Toward Cancer Research and Prevention**

Ferndale, Wash. (June 1, 2007) Ocean Kayak® and Necky® Kayaks, respected leaders in the paddlesports community, are pleased to announce their latest contribution in the fight against breast cancer, a quarterly donation of \$8,655 to the Breast Cancer Fund.

As part of their commitment to the cause, Ocean Kayak® donates one percent of gross sales from their Venus 10™ and Venus 11™ kayaks, while Necky® donates in-kind proceeds from the Eliza™ and Eliza™ UltraLite™ kayaks. Since the program's inception in 2002, Ocean Kayak® and Necky® Kayaks have donated \$26,866 to the Breast Cancer Fund and both brands plan to add more kayaks into the program in 2008.

“We are proud to promote a healthy active lifestyle for women and in doing so we feel it's necessary to help fight against a disease that too often takes women in the prime of their lives,” said Sara Knies, Marketing Director for Ocean Kayak® and Necky® Kayaks. “The Breast Cancer Fund is a fantastic organization, and we believe the funds contributed through the sale of the Ocean Kayak® and Necky® Kayaks can help the ongoing effort of identifying the causes of breast cancer and preventing the disease.”

Designed for women, by women the Venus™ and Eliza™ kayaks have proven to be popular boats thanks to their outstanding stability, superb performance and of course their commitment to supporting women throughout the globe. Paying homage to the fight against breast cancer, the Ocean Kayak® Venus 11™ and Necky® Eliza™ are available in a limited edition pink color. Logos on the stern also employ the well-known pink ribbon, the symbol for breast cancer awareness, in a semi-subliminal fashion.

For more information please visit Ocean Kayak® at www.oceankayak.com and Necky® Kayaks at www.necky kayaks.com.

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About Johnson Outdoors Inc.

Ocean Kayak® and Necky® Kayaks are part of the Johnson Outdoors family of innovative, market-leading brands. The company designs, manufactures and markets a portfolio of top-quality products for the global marketplace across four categories: Watercraft, Marine Electronics, Diving and Outdoor Equipment. The company has 23 locations around the world, employs 1,300 people and reported annual sales of \$396 million in 2006. Visit Johnson Outdoors online at www.johnsonoutdoors.com.

About Breast Cancer Fund

In response to the public health crisis of breast cancer, the Breast Cancer Fund identifies – and advocates for elimination of – the environmental and other preventable causes of the disease. Founded in 1992, the Breast Cancer Fund works from the knowledge that breast cancer is not simply a personal tragedy, but a public health priority that demands action from all. www.breastcancerfund.org.

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