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JOHNSON OUTDOORS AND THULE JOIN FORCES TO GROW THE WATERSPORTS MARKETPLACE

SALT LAKE CITY, UTAH, August 12, 2004.....Johnson Outdoors Inc. and Thule, Inc. today announced a new strategic alliance aimed at growing excitement and participation among watersports' consumers, and driving more sales for outdoor products retailers. The alliance is designed to benefit the marketplace through the companies' cooperative efforts in the areas of product innovation, marketing, promotion and consumer education.

A key focus of the alliance is new product collaboration to enable more consumers to more easily engage in watersports activity. Thule's Hullavator™, being unveiled at this week's Outdoor Retailer show in Salt Lake City, is the first innovation to result from the companies' work together. The Hullavator™ is the first kayak rack designed for all shapes and sizes of kayaks and people. Where traditional car racks require awkward, over-the-head lifting of a kayak onto a roof-top rack, the Hullavator™ conveniently loads at waist level, reducing strain on the lower back and making it easier for people of all heights and strength.

"The combination of Johnson Outdoors' unique consumer insight and Thule's technical expertise is the formula behind the Hullavator™, and we think it's a formula for success," said Mark Leopold, Group Vice President - Watercraft, Johnson Outdoors. "By removing one of the most significant barriers to paddlesports participation among women and boomers, Thule and Johnson Outdoors have opened our retailers' doors for an infusion of new consumers."

Thule's Envoy program will get a boost from the alliance with added support from Johnson Outdoors. Beginning in 2005, key Midwest destinations will be added to the mobile marketing program's consumer event and retail clinic schedule. In addition, Necky®, Ocean Kayak™, Old Town® and Escape® brand products will be featured prominently in Thule, Inc. catalogues and advertising. Likewise, Thule boat racks will

appear distinctly in all Johnson Outdoors watercraft brand marketing materials. Joint consumer and retail promotions are also under development.

“We like to work with leaders in their field, and Johnson Outdoors certainly fits that description in the outdoor recreation industry,” said Fred Clark, President, Thule, Inc. “Both companies believe in the power of a great brand, and know great innovation must go hand-in-hand with unsurpassed product quality and breakthrough marketing. Our alliance reflects our individual and combined commitment to helping our retailers grow their business and the watersports marketplace as a whole.”

Join Thule and Johnson Outdoors at the Thule booth on Thursday, August 12 from 5:00 p.m. – 6:00 p.m. for a demonstration of the Hullavator™ and the opportunity to win a free kayak.

About Thule, Inc.

Thule, Inc., is a wholly owned subsidiary of Thule Holding AB, which is owned by the Swedish investment company EQT. Founded in 1942, Thule develops, manufactures, and markets load carrier systems for vehicle owners worldwide. Thule is the only major US manufacturer of car rack products, with 90 percent of Thule US products produced in the company's Seymour, Connecticut and Chicago, Illinois facilities. Thule's product line features multi-purpose roof racks, roof top boxes, rear mount racks, and accessories for outdoor equipment including bikes, skis, snowboards, kayaks, canoes, and surfboards. For more information visit www.thule.com.

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 Equipment. Johnson Outdoors' familiar brands include, among others: Old Town® canoes and kayaks; Ocean Kayak™, Necky® and Dimension® kayaks; Minn Kota® motors; Humminbird® fishfinders; SCUBAPRO® and SnorkelPro; UWATEC® dive equipment; and, Eureka!® tents. The company has 25 locations around the world, employs 1,400 people and reported annual sales of \$315.9 million in 2003. For more information visit www.johnsonoutdoors.com.