



EXECUTIVE PAY SCORECARDSM

Data & analysis provided by GMI-The Independent Leader in Corporate Governance and ESG&A

13 Feb 2012

Johnson Outdoors Inc.


JOUT NASDAQ

Leisure Products

Market Capitalization USD:

\$150.40 mm

CONCERN LEVEL: LOW

- 1 The CEO's total remuneration is within the typical market range for the relevant industry and market cap.
- 2 The ratio between the CEO's pay and the median pay of the other named executive officers is 3X or less.
- 3 The CEO's annual cash incentives rose or fell in line with annual performance.
- 4 The CEO received no more than one annual cash bonus this fiscal year.
- 5 The CEO's equity remuneration reflected the company's share price movement over the last five years.
- 6 The company only pays long-term incentives to the CEO for above median performance against a peer group.
- 7 The company's dilution from equity incentives is 10 percent or less.
- 8 Unvested equity lapses when the CEO's employment is terminated. 
- 9 The CEO's potential cash severance payment is capped at two times annual cash remuneration.
- 10 The accrued benefits of the CEO's post-retirement income are within the typical market range for the relevant market cap bracket.

CEO: Helen P. Johnson-Leipold

Age: 56

CEO Since: 1999

	2009	2010	2011
Base Salary	\$542,500	\$570,500	\$586,000
Discretionary Bonus	\$0	\$72,204	\$422,140
Annual Cash Incentive	\$0	\$472,802	\$0
Benefits and Perquisites	\$32,350	\$106,363	\$146,680
TOTAL ANNUAL COMPENSATION	\$574,850	\$1,221,869	\$1,154,820
Increase in Post-Retirement Benefits	\$0	\$0	\$0
Stock Option Awards	\$0	\$0	\$0
Stock Awards	\$139,351	\$597,556	\$555,746
TOTAL COMPENSATION	\$714,201	\$1,819,425	\$1,710,566
Median of Other Named Executive Officers Total Compensation	\$312,861	\$667,391	\$940,761
Value Realized on Exercise of Stock Option	\$0	\$0	\$0
Value Realized on Vesting of Stock	\$0	\$0	\$0
TOTAL REALIZED EQUITY COMPENSATION	\$0	\$0	\$0

Proxy Date: 24 Jan 2012

Annual Meeting Date: 1 Mar 2012

Equity Reserves: 10.66%

Stock Option Run Rate: 0.00%

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Johnson Outdoors Inc.

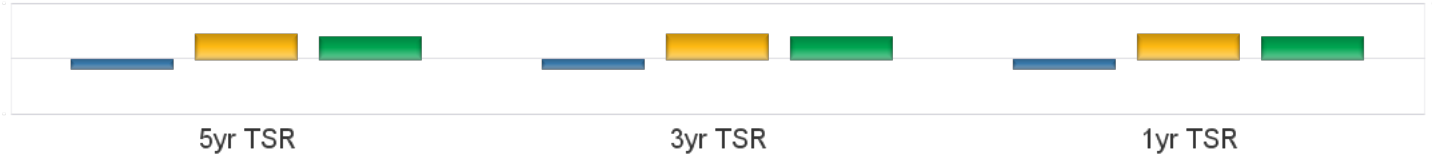
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Performance Comparison

■ vs S&P500 ■ vs Industry ■ JOUT



Peer Comparisons (TRBC) =Leisure Products

Total Summary CEO Compensation

Ticker	Company Name	2009	2010	2011	Market Cap
JOUT	Johnson Outdoors Inc.	\$714,201	\$1,819,425	\$1,710,566	\$150,403,496
ELY	Callaway Golf Company	\$6,261,105	\$3,287,307		\$333,002,626
LVB	Steinway Musical Instruments, Inc.	\$763,520	\$1,089,645		\$266,282,687
LF	LeapFrog Enterprises, Inc.	\$2,180,946	\$2,018,563		\$221,084,634
WGO	Winnebago Industries, Inc.	\$407,398	\$403,099		\$201,558,535
SWHC	Smith & Wesson Holding Corporation	\$1,486,335	\$1,629,304		\$162,821,058
GLUU	Glu Mobile Inc.		\$1,790,366		\$133,269,055

To insure consistency, peer comparisons are based on a combination of TRBC Industry and Sector classifications and company market caps. Missing peer pay figures for 2011 are due to differences in company filing schedules.

Pay Peer Group

The Compensation Committee regularly assesses the Company's individual and total compensation programs against peer companies, the general marketplace and other industry data points and the Compensation Committee utilizes an independent consultant to engage in ongoing independent review of all aspects of our executive compensation programs.

Performance Peer Group

NA

COMPENSATION COMMITTEE MEMBERS

Director	Membership	Age	Gender	Tenure	Independence
Thomas Pyle	Chairman	70	Male	25	Outside
John Fahev	Member	60	Male	11	Outside
Terrv E. London	Member	62	Male	13	Outside

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