

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the
Securities Exchange Act of 1934

Date of Report
(Date of earliest
event reported):

January 12, 2004

Johnson Outdoors Inc.
(Exact name of registrant as specified in its charter)

Wisconsin

0-16255

39-1536083

(State or Other Jurisdiction
of Incorporation)

(Commission File Number)

(I.R.S. Employer
Identification No.)

555 Main Street, Racine, Wisconsin 53403
(Address of principal executive offices, including zip code)

(262) 631-6600
(Registrant's telephone number, including area code)

Item 7. Financial Statements and Exhibits.

- (a) Not applicable.
- (b) Not applicable.
- (c) Exhibits. The following exhibit is being furnished with this Current Report on Form 8-K (this "Report"):
- 99 Press Release dated January 12, 2004.

Item 12. Results of Operations and Financial Condition.

On January 12, 2004, Johnson Outdoors Inc. (the "Company") issued a press release announcing the Company has been awarded a five-year contract for the Expanded Soldier Crew Tent (ESCT) by the U.S. military (the "Press Release"). A copy of the Press Release is being furnished as Exhibit 99 to this Report.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: January 12, 2004

JOHNSON OUTDOORS INC.

By: /s/ Paul Lehmann
Paul Lehmann
Its: Vice President and Chief Financial Officer, Secretary
(Principal Financial and Accounting Officer)

JOHNSON OUTDOORS INC.

Exhibit Index to Current Report on Form 8-K

Exhibit



AT JOHNSON OUTDOORS:

Paul A. Lehmann
VP and Chief Financial Officer
(262) 631-6600

Cynthia Georgeson
Media Contact
(262) 631-6653

AT FINANCIAL RELATIONS BOARD:

Leslie Loyet
General Inquiries
(312) 640-6672

**FOR IMMEDIATE RELEASE
MONDAY, JANUARY 12, 2004**

Johnson Outdoors Wins Five-Year Military Contract

RACINE, WISCONSIN, January 12, 2004... Johnson Outdoors Inc. (JOUT: Nasdaq), maker of Eureka! tents, has been awarded a five-year contract for the Expanded Soldier Crew Tent (ESCT) by the U.S. military. The new government contract calls for annual orders of the seven-man all-weather tent, which provides billeting for combat vehicle crews, to range between \$300,000 and \$2 million. The ESCT orders will be produced by the Company's operation located in Binghamton, New York.

The ESCT contract adds to Johnson Outdoors' growing list of government supply contracts, and follows closely behind receipt of an urgent need military order for modular general purpose tent systems (MGPTS) totaling \$42.9 million, announced in December, 2003. The company expects total military sales for 2004 to exceed 2003 record levels of \$43.8 million, and continues to pursue other military contracts.

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, Motors, Diving and Outdoor Equipment. Johnson Outdoors' familiar brands include, among others: Old Town® canoes and kayaks; Ocean(tm), Necky(tm) and Dimension® kayaks; Minn Kota® motors; ScubaPro® and SnorkelPro; Uwatec®; and, Eureka® tents. Helen Johnson-Leipold is Chairman and Chief Executive Officer of the Company, which has more than 25 locations around the world, employs 1,400 people and reported annual sales of \$315.9 million in 2003.

Visit Johnson Outdoors online at www.JohnsonOutdoors.com.

-more-

**Johnson Outdoors Inc.
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Certain matters discussed in this press release are "forward-looking statements," intended to qualify for the safe harbors from liability established by the Private Securities Litigation Reform Act of 1995. These forward-looking statements include the Company's expectations relating to future sales to the military. Such forward-looking statements are subject to certain risks and uncertainties, which could cause actual results or outcomes to differ materially from those currently anticipated. Factors that could affect actual results or outcomes include future demand for tents by the military and the Company's ability to successfully compete for future military contracts. Shareholders, potential investors and other readers are urged to consider these factors in evaluating the forward-looking statements and are cautioned not to place undue reliance on such forward-looking statements. The forward-looking statements included herein are only made as of the date of this press release and the Company undertakes no obligation to publicly update such forward-looking statements to reflect subsequent events or circumstances