

IT'S A WAY OF LIFE

pursuit

CHANNEL





IT'S A WAY OF LIFE
pursuit 2011
CHANNEL

Pursuit Channel in the coming year is all about proof, as in validation and acceptance. Pursuit begins the theme by walking all over the talking with a 40 million Universe Estimate, thanks to a Performance One distribution agreement that added DISH Basic to DIRECTV Basic for 2011.

Thus, Pursuit Channel is #1 in satellite distribution, #1 in overall distribution, #1 in demographic quality among full-time outdoor networks and #1 in growth.

Adding the ultimate proof house of Nielsen ratings is next in 2011 and it will authenticate more #1s for Pursuit, including it as the all-time quickest outdoor network to third-party certification.

Proof of it being #1 in increased opportunity is found in the network's common-sense rate structure for producers and manufacturers: Pricing stripped of big-city executive bonuses, diamonds-and-jeans super celebrations of self, investor debt maintenance, irrelevant side-business subsidies, massive tech campuses and funding to arenas outside the realm of mountains, woods and watersheds.

That's another very important #1 in pricing for Pursuit, if you're keeping track, and therein is found a second-cousin relationship with its #1 value position for base-tier (read all) satellite consumers. (Certainly, Pursuit is undisputedly #1 in nudging competing networks to re-think another year of baseless rate increases.)

For good measure, let's add an additional #1 for straight talk about your money.

The network's newly redesigned website, pursuitchannel.com, is more evidence for what we've been saying all along: That producers and manufacturers are #1 at Pursuit Channel.

And finally in 2011, ONX, a product of MOOSE Media in association with Pursuit, is destined to prove #1 in promotion and information for producers, manufacturers, conservation groups and super enthusiasts via the world's first daily outdoors television news broadcasts. (By default or not, yes, it's yet another very important #1, as well as something of an in-category game changer.)

Ink it all up to a fairly major Big 10 of #1s in 2011 for the Pursuit Channel.

Thank you for your business and interest to this Pursuit. May God bless you for your work and your promotion of the Great Outdoors!

MOOSE Media exclusively represents producer time-buy packages, advertising-only campaigns and marketing for the Pursuit Channel. The company also performs a variety of sales functions for Mossy Oak Productions. Additionally, MOOSE and its associates create original television content, including Outdoor News Express (ONX), a product of the industry's first broadcast news division; standard- and infomercial-length Television messaging; and signature episodic features for top-tier partners within the outdoors community. Phone: 662.492.4000.

OUTDOOR NEWS EXPRESS

THE TRADITIONAL OUTDOORS' ORIGINAL AND #1 BROADCAST NEWS AUTHORITY

In the spirit of Edward R. Murrow, Walter Cronkite, MTV News and American wildlife-management pioneer and philosopher Aldo Leopold, MOOSE Media, LLC is pleased to announce a groundbreaking television series exclusive to its most important partner, the Pursuit Channel. Introducing ...

Outdoor News Express (ONX), the first daily news and entertainment television magazine.

The January 2011 soft launch of ONX was strategized for maximum effect, and in concert with the DISH Basic introduction for America's fastest growing outdoors network, which when combined with DIRECTV Basic, exclusively anoints Pursuit Channel a +/- 40 million Universe Estimate and a distinct advantage in qualified viewers over other fulltime outdoors networks. ONX originally debuted across Mossy Oak programming on Pursuit, with plans for considerable expansion immediately following the 2011 SHOT Show.

ONX is uniquely valuable to viewers, corporate partners and the network. **ONX episodes will be primarily formatted in 2 minute durations, which include the title partner's standard 30-second commercial spot anchoring each unit.** Set signage, on-air logo endorsement and product spotlight packages are part and parcel of the corporate ONX advertising experience.

ONX occupies a spectacularly important niche of the broadcast biosphere that to date had been completely neglected by part-and fulltime outdoors programmers and the mainstream media: The news, opinions and celebrity that shape and give collective voice to a better-informed—more active—American outdoorsman. So, from the ruins of a Sportsman's Paradise struggling back from the environmental calamity of Deepwater Horizon, to epic land grabs like Alaska's Pebble Mine fiasco; from producer profiles to last weekend's best bucks and bass, ONX is positioned as the original and the most indispensable programming sector in outdoors television history.

The Executive Producer of ONX is Greg Tinsley, the former Editor of Texas Outdoor Times, Petersen's HUNTING and BOWHUNTING and the Boone and Crockett Club's Fair Chase magazine. The ONX editorial board, with leaders from the conservation, manufacturing and media arenas, is now being assembled.



Producer Promotions •Corporate Conservationist •Outdoor Programming Highlights •Premier Events •State, Federal and International Wildlife Initiatives •Wildlife Programs of the Private Sector •Research and Technology Reports •The Original Outdoor Broadcast Watchdog for Politics, Policies and Mainstream Media •The History and Heroes of Conservation •Public Opinion •Environmental Disasters •Viewers Making News •Wildlife & Firearms Legislative Activities •Antis, Greenies and the Eco Movement •Wildlife Law Enforcement •Product Reviews •Public Access •Weather, Rut and Migration Forecasting •Endangered and Non-Endangered Species •Land Enhancement •Landowner Relations •Interesting People and Places •Self Defense •Music •Culture •Outdoor Sector Opportunities •Epic Tactics •Health and Fitness •Stories of Safety and Survival

I think that everybody in the television and radio professions has a right to think of himself as a man bearing a great responsibility as a crusader, and help to do his job of education, of ourselves and about others, and to bring home here an understanding of what goes on. – Dwight David Eisenhower

#1 SATELLITE NETWORK

DISH Network Channel 240

DIRECTV Channel 608

On Basic Tier to all DISH/DIRECT Viewers

#1 in DISTRIBUTION

40 Million Homes

Uninhibited Distribution Abilities

Quality Demographic

No Extra Cost to the Consumer

#1 in OPPORTUNITY

Best Value Network/Low CPM

Fastest Growth

Fertile Ground for Outdoor Industry

Nielsen Ratings/More Viewers...Less Money

#1 for the INDUSTRY

Owned and Operated by Outdoorsmen

Easy Access to Top Management

Privately Held

More than Just a Network

PURSUIT, THE TELEVISION NETWORK

If the rapid evolution of the Pursuit Channel validated one premise it was that the outdoor marketplace needed a network alternative to baseless time-buy inflation, scattershot distribution and programmers more comfortable in Italian lambskin than muddied up hunting boots.

The marketplace deserved a network mindful of its people, with outdoor television production in its blood: A network in crusade mode towards the continued development of the category, another booming agenda for the promotion of the wise, ethical use of our spectacular natural resources.

Pursuit Channel continues to respond to the desires of viewers in 2011 with a complement of top-shelf programming, a primetime lineup that's among the best in outdoor broadcasting. For the benefit of our partners, Pursuit simultaneously announced a near redoubling of its distribution. Through its distribution agency of record, Performance One Media, Pursuit secured distribution across all 14 million DISH Network subscribers starting January 2011. Exclusively adding DISH Basic to the current DIRECTV Basic and cable homes, Pursuit will deliver a market-leading Universe Estimate of approximately 40 million households moving forward.

Better, leaner, and bigger—with the market's most sensible pricing—are the hallmarks of every Pursuit Channel/independent-producer relationship.

The Pursuit ascent is unique and historic beyond the scope of outdoor television, a success brought about by combining rational cost-to-market packages and strategic distribution with long-track private investment and an overachieving work force, authentic outdoors enthusiasts who have "been there, done that" across the entire outdoor media spectrum. Pursuit is a smart, experienced and nimble operator, and above all, fair and just, with viewers, advertisers and content producers winning in equal parts as common-goal partners and friends.

Categorical leadership cannot be purchased, nor owned indefinitely and exclusively. Leadership is the result of great sacrifice, bold conviction, grinding persistence and the spirit to serve.

Pursuit will build on its momentum with additional laser strokes of quality distribution, third-party viewership audits and the continued recruitment of quality producers and manufacturers from the outdoor industry.

Thank you for your interest in the traditional outdoors. Generational hunting and fishing really is the greatest way of life. It's clearly the only way of life for your friends at the Pursuit Channel.

**MARKETING, PROGRAMMING AND ADVERTISING IS MANAGED EXCLUSIVELY
FOR THE PURSUIT CHANNEL BY MOOSE MEDIA, LLC, PHONE 662.492.4000.**

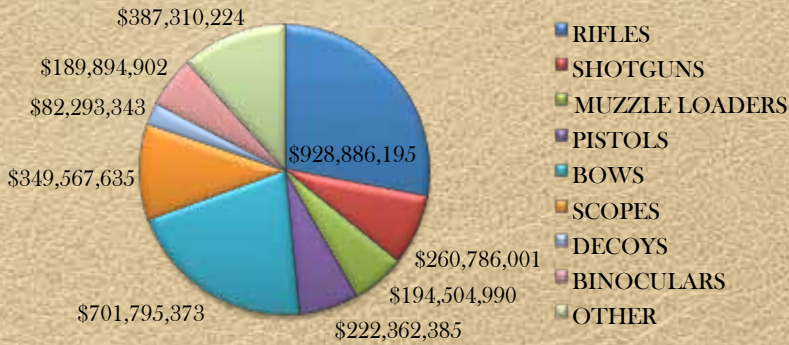
#1 Satellite Distribution #1 Total Distribution #1 Opportunity #1 for the Industry

IT'S A WAY OF LIFE
pursuit
CHANNEL

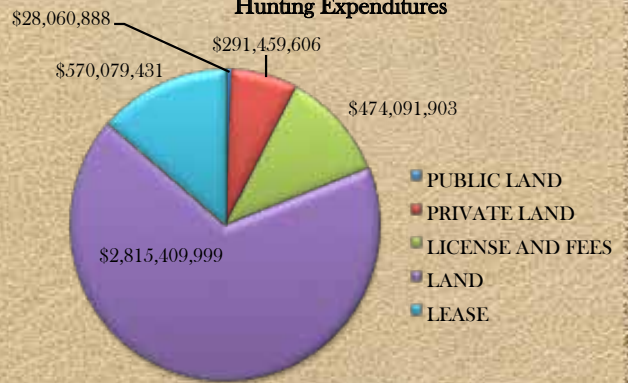
AMERICAN SPORTSMEN

US Hunters	20.9 million	Income	\$62k
Spending Impact	\$30 billion	Male	90.7%
Time in field	19.6 days annually	Married	72%
Age	43.7 yrs		

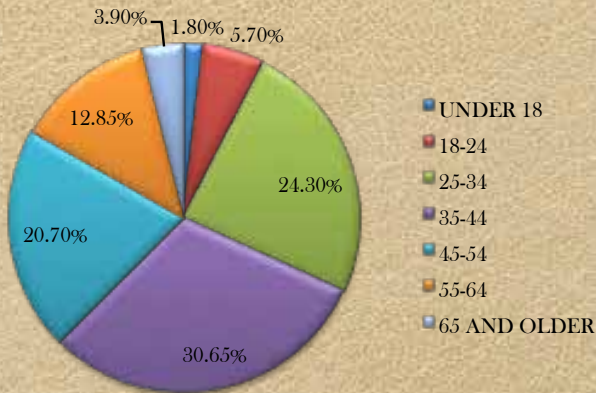
Activity Specific Expenditures



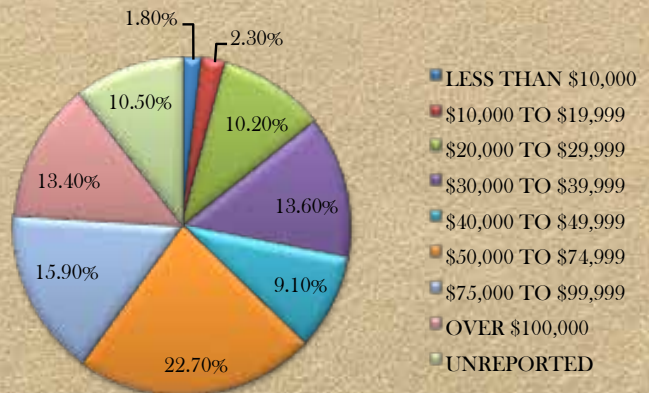
Hunting Expenditures



Age Group

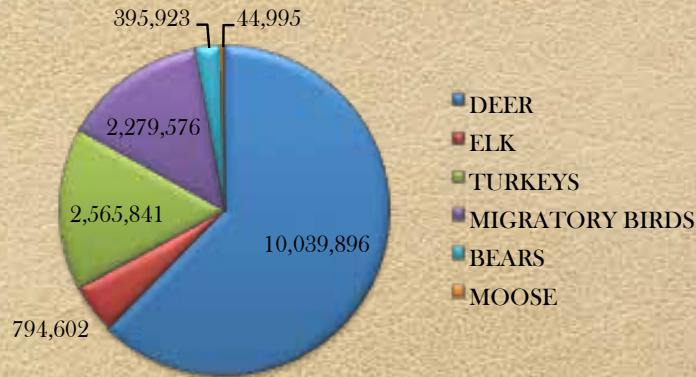


Household Income

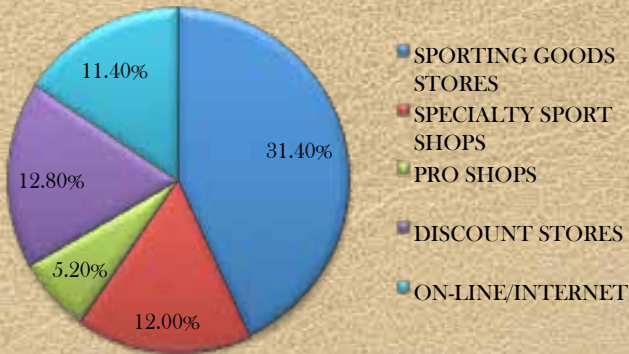


AMERICAN SPORTSMEN (cont.)

Species Hunted



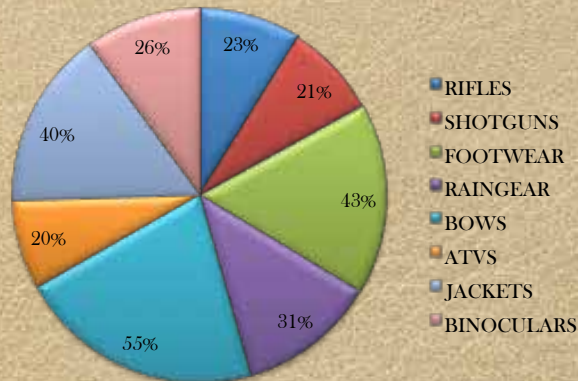
Shopping Trends



Methods of Hunting



Intend to Purchase



IT'S A WAY OF LIFE
pursuit
CHANNEL