

OUTDOOR PASSION

A man wearing a tan baseball cap with 'FRAN' on it, a white long-sleeved shirt, and an orange life vest is smiling while holding a large, silvery fish. He is on a boat on a body of water with mountains in the background under a blue sky with light clouds. The text is overlaid on the image.

1-THE ONLY SHOW THAT USES DIGITAL HIGH DEFINITION VIDEO EQUIPMENT.

2-THE ONLY SHOW WITH ACTION PACKED FOOTAGE AND HOLLYWOOD STYLE EDITING FEATURING CAMERA WORK IN EVERY ANGLE TO CREATE THE ULTIMATE SHOW.

3-THE ONLY SHOW USING A PROFESSIONAL UNDERWATER CAMERAMAN AND EXPERT DIVER.

4-THE ONLY SHOW THAT CAN BE SEEN ON THE INTERNET, IN PODCAST AND THAT CAN ALSO BE DOWNLOADED.

5-THE ONLY SHOW THAT OFFERS DVDs, HD DVDs AND BLU-RAY DISC AS A TIE IN.

6-THE ONLY SHOW THAT OFFERS MANY DIFFERENT WAYS TO PROMOTE YOUR PRODUCTS:

A-30 SECONDS COMMERCIALS.

B-TECHNICAL SEGMENTS WITHIN THE SHOW ON YOUR PRODUCTS.

C-OPENING AND CLOSING BILLBOARDS.

D-NEW HOT ITEM OF THE WEEK SEGMENT.

E-PRODUCTS IN USE IN THE ACTUAL ON LOCATION FOOTAGE DURING THE FISHING OR HUNTING TRIP.

F-PROMOTION OF YOUR PRODUCTS IN THE COMMERCIALS ADVERTISING OUR PRODUCTIONS.

G-DIRECT MAILING OF YOUR ADVERTISING WHEN WE SHIP OUR PRODUCTS TO CONSUMERS.

H-PROMOTION OF YOUR PRODUCTS IN VARIOUS SWEEPSTAKES AND ACTIVITIES TO CREATE HIGHER RATINGS.

OUTDOOR *Passion*



1-OBJECTIVE

“**OUTDOOR PASSION**” is a series that has two main objectives:

-to entertain...and to familiarize the viewer with the most beautiful recreational facilities and the latest fishing & hunting techniques without forgetting other outdoor activities. Recognizing that nature and fish generate strong audience interest, breathtaking scenery and wildlife of the regions are highlighted to attract the widest possible attention.

The series is set within an environmentally conscious framework. It proposes 13 topics which will be aired as programs of 30 minutes each.

Each show will be broadcast many times per week, starting in January ending 26 weeks later in July. Outdoor Passion is broadcast coast to coast all over U.S.A. & Canada in both standard and high definition.

This production was initiated to satisfy the persistent demands of an outdoor oriented public:

-there's been a 15% increase in outdoor activity over the last three years.

-the number of anglers reaches 10,000,000 participants in Canada and 68,000,00 in the U.S.A.

Adding to these figures campers, backpackers and nature fans, creates an extraordinary large audience.

-97.6% of participants in these sports show assiduous viewing habits; whether television, video or DVD.

2-INTRODUCTION

Fishing, hunting and outdoor practices are an intensely human experience; its disciples live through many emotional stages: discovery, wonder and dreams are part of the pattern that accompany his or her growth in the sport.

From this premise, the team of specialists upon which rests this series will maintain a high level of excitement and stay far away from the stereotypical Saturday or Sunday morning programming that has wearied many enthusiastic anglers and hunters.

OUTDOOR PASSION

OUTDOOR PASSION VIEWING MARKET.

Outdoor Passion is broadcast all over U.S.A. and Canada. OUTDOOR PASSION is available in 211 markets that includes the top 60 markets.

New York, Los Angeles, Chicago, Philadelphia, SF / Oak, San Jose, Boston, Dallas / Fort Worth, Washington DC, Detroit, Atlanta, Houston, Seattle / Tacoma, Cleveland, Tampa / St Pete / Sarasota, Minneapolis, Miami / Ft Lauderdale, Phoenix, Denver, Pittsburgh, Sacramento / Stockton, St. Louis, Orlando / Daytona / Melbourne, Portland (OR), Baltimore, Indianapolis, San Diego, Hartford / New Haven, Charlotte, Raleigh / Durham, Nashville, Milwaukee, Cincinnati, Kansas City, Columbus (OH), Greenville / Spartanburg / Asheville, Salt Lake City, San Antonio, Grand Rapids / Kalamazoo, Birmingham, Norfolk / Portsmouth / Newport, New Orleans, Buffalo, Memphis, W Palm Beach / Ft Pierce, Oklahoma City, Harris / Lancaster / Lebanon / York, Greensboro / High Point / Winston Salem, Louisville, Albuquerque / Santa Fe, Providence / New Bedford, Wilkes Barre / Scranton, Jacksonville / Brunswick, Albany / Schenectady / Troy, Dayton, Fresno / Visalia, Little Rock / Pine Bluff, Charleston / Huntington, Tulsa, Austin, Richmond / Petersburg, Mobile / Pensacola.

Outdoor Passion is currently available to over 62 million US households.

Outdoor Passion is available in 60 Canadian markets that includes the top 10 markets. Edmonton, Calgary, Regina, Red Deer, Saskatoon, Winnipeg, Brandon, Toronto, Ottawa, London, Windsor, Kingston, Peterborough, Sudbury, Montreal, Quebec City, Sherbrooke, Vancouver, Victoria, Moncton, Fredericton, Halifax, St-John's.

Outdoor Passion is currently available to over 10 million Canadian households.

So almost 100% of all areas of U.S.A. and Canada are reached.

***THE BEST POTENTIAL OF ACTIVE CONSUMERS IN
THE WORLD!***

OUTDOOR PASSION

Basic Demographic Information:

Outdoor Passion Viewers are Active Consumers

Average Annual Household Income: \$65,000.00

43% earn over \$75,000.00 per year.

Viewer age; 18-65

65% of viewers have ordered an item
after seeing it advertised on Outdoor Passion

93% of viewers have ordered an item from a catalog
36% of the general public have ordered an item from a catalog

59% of viewers have ordered an item from a direct response ad
29% of the general public have ordered an item from a direct response ad

50% of viewers have consulted the advertiser web site.

26% of viewers plan to purchase a new truck

80% of viewers own a truck
18% of the general public own a truck

30% of viewers plan to purchase a boat

60% of viewers own a boat
11% of the general public own a boat

62% of viewers own a home

The average Outdoor Passion viewers spend approximately \$10,000.00 on fishing and hunting related products annually.

OUTDOOR PASSION

REFERENCES

1-Princecraft Boats.

Mr. Simon Perreault: 819-364-1903 simon.perreault@princecraft.com

2-Brecks Inc. (Mooselook, Williams)

Mr. Mark Stiffel: 819-563-2115 marks@williams.ca

3-Frabil, Inc.

Jeff Kolodzinski: 262-677-4740 jkolodzinski@frabil.net

4-Raytech Electronics

Mr. Mario Raymond: 450-975-1015 Mario.Raymond@raytech.ca

5-TTI Companies (Tru-Turn, Daiichi and Xpoint hooks)

Mr. Wes Campbell: 334-567-2011 wes@tticompanies.com

6-Gentec International (Zeiss Optics)

Mr. Alan Topp: 905-513-7733 atopp@gentec-intl.com

7-Lowrance Electronics

Mr. Curtis Atwater 1-800-661-3983 Curtis.Atwater@navico.com

8-Mercury Marine

Mr. Adrian Rushforth: 905-567-6372 ext. 230 adrian_rushforth@mercmarine.com

9-Lindy Fishing Tackle

Mr. Ted Takasaki: 218-829-1714 ted@lindylittlejoe.com

10-Sheldons. L.L.C. Companies

Mr. J.E. "Chuck" Byrd: 318-377-8818 chuckbyrd@cox-internet.com

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