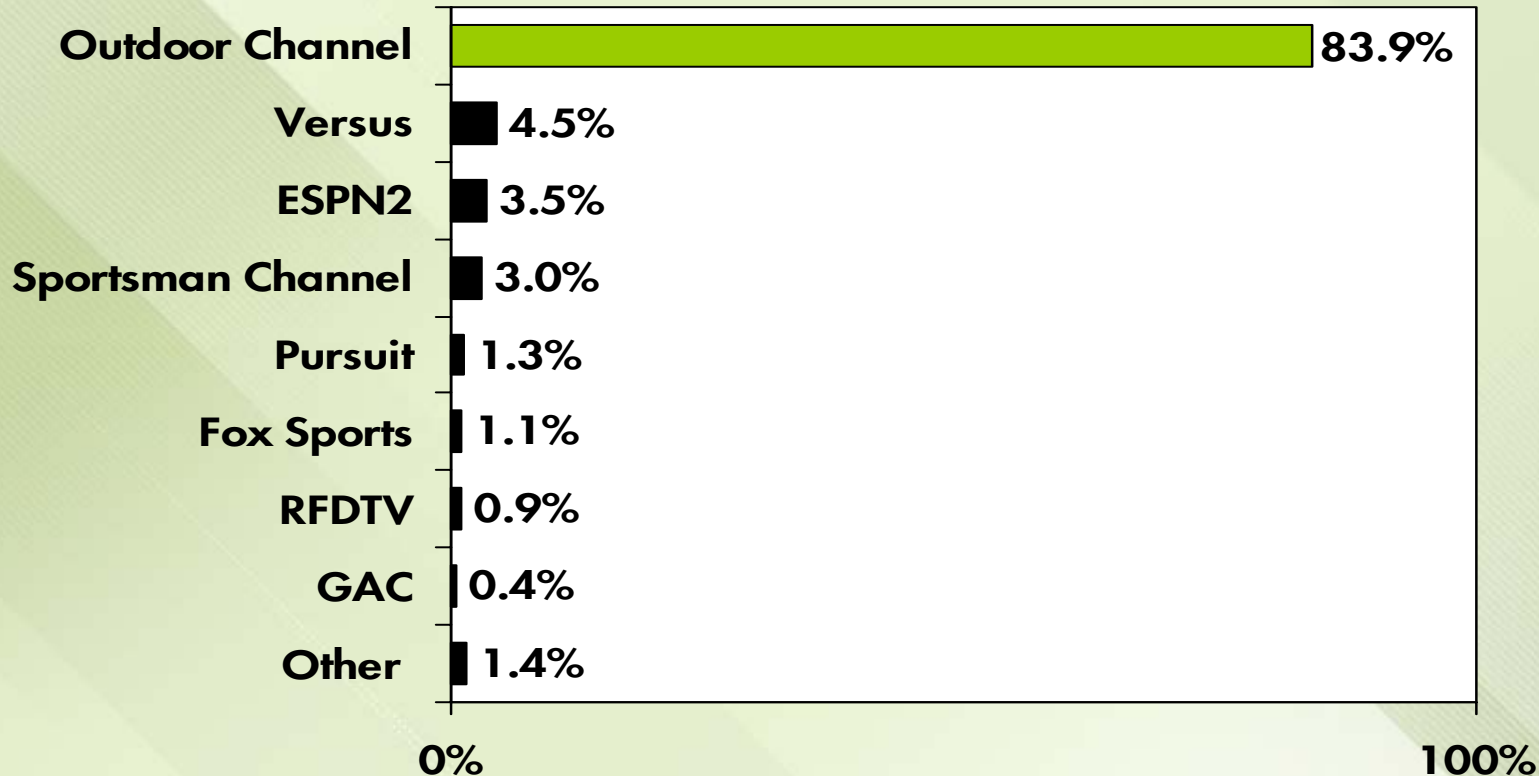


Outdoor Channel Ranks #1 As The Favorite Network for Outdoor Programming

What Is Your Favorite Television Network for Outdoor Programming?



Source: Vision Critical Inc, Online Research Panel Survey,
Feb '09, N = 1,399



Outdoor Channel Delivers Emotional Connection!

When you tune into Outdoor Channel, to what extent do you feel....

Relaxed - 77%

Entertained - 85%

Connected - 73%

Inspired - 60%

Engaged - 68%

Enlightened - 60%

Captivated - 65%

Enthusiastic - 58%

Source: Vision Critical Inc, Online Research Panel Survey, Feb '09
N = 1,399 (4/5 Ratings on a 5-Point Scale, "Not At All" to "Very")



Outdoor Channel Delivers A Unique Outdoor Escape...Indoors

How would you rate Outdoor Channel on the following characteristics?

Characteristic Statement	% of respondents with a 4/5 rating
Quality programming that reflects your values	88%
Having programs that capture the outdoor spirit	87%
Authenticity in portraying the outdoors	85%
Commitment to conservation	78%
Creating a unique outdoor experience indoors	73%
Pure entertainment/Escapism	67%

Source: Vision Critical Inc, Online Research Panel Survey, Feb '09
N = 1,399 (4/5 Ratings on a 5-Point Scale, "Poor" to "Excellent")



Nearly 75% of Respondents Feel a Deeper Connection to Outdoor Channel Than Any Other TV Network

How do your feelings for Outdoor Channel compare to other television networks?

Emotional/Opinion Statement	% of respondents with a 4/5 rating
OUTD represents my bond to the outdoors more than any other TV network	80%
I find OUTD to be much more relevant to my lifestyle than most everything else on TV	75%
OUTD understands that I'm more than a viewer, I'm a fan	73%
I feel a deeper connection to OUTD than any other TV network	71%
OUTD feels like home to me	62%
I watch other networks to pass the time; I watch OUTD as a pastime	57%

Source: Vision Critical Inc, Online Research Panel Survey, Feb '09
N = 1,399 (4/5 Ratings on a 5-Point Scale, "Doesn't Describe At All" to "Describes Very Well")



Outdoor Channel Loyalty Leads to Positive Brand Perception

Advertising
Awareness

60% of OUTD viewers feel that advertising keeps them up-to-date about products/services they need or would like to have

Brand Perception

47% of OUTD viewers perceive an advertiser's brand more favorably because it's advertised on Outdoor Channel

Product
Placement

46% of OUTD viewers feel that product placement introduces them to products in which they would not typically be interested

Network
Placement

46% of OUTD viewers trust the quality of products advertised on OUTD more than products advertised on other TV networks

Source: Vision Critical Inc, Online Research Panel Survey, Feb '09
N = 1,399 (4/5 Ratings on a 5-Point Scale, "Doesn't Describe At All" to "Describes Very Well")

