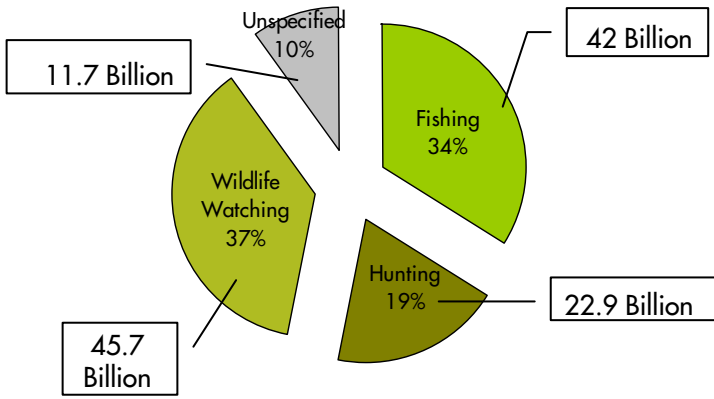




AFFILIATE MARKET SNAPSHOT

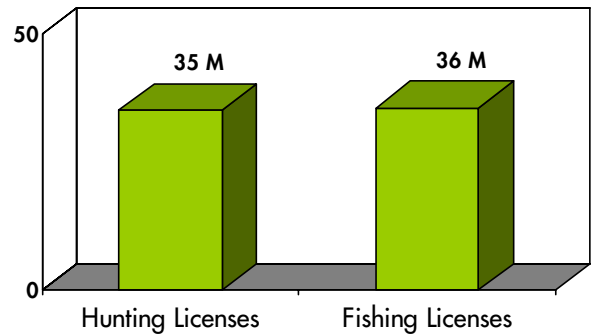
National Participation in Outdoor Activities

Expenditures for Wildlife-Related Recreation (Total Expenditure: \$122.3 Billion)



Source: Fall 2007 (2006 National Survey of Fishing, Hunting and Wildlife-Associated Recreation)

(Licenses in Millions)



Source: US Fish And Wildlife Service, National Fishing License Report & National Hunting License Report, 2008.

Growing Trends & Facts in the Outdoor Affinity Market

- 87.5 million U.S. residents participated in wildlife-related recreation
- 30 million people fished & 12.5 million hunted
- Retail product sales totaled \$42 billion for fishing & 23 billion for hunting
- National fishing & hunting licensing revenue increased 7% & 8% in 2008
- Wildlife recreationists' spent \$122.3 billion in outdoor activities
- Outdoor related activities increased by 6% from '01, totaling 5.2 million additional outdoor enthusiasts in 2006 and growing

Source: 2006 National Survey of Fishing, Hunting & Wildlife-Associated Recreation respondents 16 yrs. & older).

The Power of the Outdoors

- Hunting and Fishing Americans outnumber Motor Sports fans by more than 2 to 1. In fact, they could fill every NASCAR track 13 times over.
- More people go out on a Hunt than play a round of Golf.
- More people participate in a day of Fishing than play a game of Tennis.
- More people Hunt and Fish than watch the nightly newscasts of the three major networks – ABC, CBS and NBC.

Source: Congressional Sportsmen's Found. Report, Fall 2007 (2006 National Survey of Fishing, Hunting and Wildlife-Associated Recreation)

22,239 National Outdoor-Related Sporting Goods Stores!



Source: NSGA Market Research (National Sporting Goods Association): Sports Participation Study '02 & '97 Data. 2007 not available yet.

National Outdoor Activity	Annual Days of Participation
Target Shooting	23
Fresh Water Fishing	16
Salt Water Fishing	15
Hunting w/Firearms	15
Hiking	15
Archery (Target)	14
Hunting w/Bow & Arrow	14
Boating-Motor/Power	13
Camping (Vacation/Overnight)	11
Backpacking/Wilderness Camping	11

Source: NSGA Market Research (National Sporting Goods Association): Sports Participation In 2007, State-by-State Data, Mean Average