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the Shipman Agency

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LEGENDS & OUTLAWS THE DEFINING MOMENT



LEGENDS & OUTLAWS IS A THIRTY MINUTE EPISODIC DOCUDRAMA EXPLORING THE EXTRAORDINARY LIVES OF THE MEN AND WOMEN WHO HELPED CREATE THE COLORFUL, BIGGER-THAN-LIFE MOSAIC THAT IS THE AMERICAN LANDSCAPE.

Woven with mythic stories of courage in peril, triumph over impossible odds, strength in adversity and insatiable in scandal and crime, the Legends and Outlaws mosaic is spun by three-time Emmy Award winning Host, Barry Corbin (One Tree Hill, Northern Exposure & No Country For Old Men), real and acted eyewitness accounts, biographer interviews and historical photographs and cinematic re-enactments of the defining moment of each episode's featured legend/outlaw. From Emily Morgan, the Yellow Rose of Texas, who's mythical beauty is said to have been instrumental to the fall of Santa Anna at the

San Jacinto Bay to the Buffalo Soldiers who, commissioned to protect white settlement in the eighteen hundreds, fought both marauding Mexican bandits and racial prejudices and, in the end, won on both fronts to the Shakespearean tale of greed and pride played-out in the sudden, shocking collapse of energy giant Ken Lay and the Enron Corporation, Legends and Outlaws: The Defining Moment not only examines the incredible facts of surrounding these captivating stories but the defining moment which would seal the fate of those who would, one day, be known as an a genuine American legend or outlaw.

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Wild TV's programming core consists of an extensive lineup of the top hunting and fishing shows with complimentary programming designed to draw in outdoor enthusiasts. We have the top personalities and experts in these fields such as Jim Shockey, Babe Winkelman, Mark & Terry Drury, Michael Waddell, just to name a few. Wild TV prides itself in bringing the viewer only the best programs, with many of these shows (including nationally exclusive Canadian content) being available in high-definition resolution.

Wild TV top 5 facts:

- 10 million Canadians participate in hunting, fishing, and outdoor activities
- Wild TV is Canada's only hunting and fishing channel
- \$10 billion was spent in 2007 on hunting and fishing related activities
- Canada's economy is the strongest in the world and more money is spent on products than ever before
- Wild TV has grown over 1000% since inception of November 2004 with large expansions projected in 2008

Viewership

Viewer Demographic Rundown

The average Wild TV subscriber owns their home, is married and spends approximately \$6,000 to \$10,000 Canadian dollars on hunting, fishing and related products annually (double the amount spent on golf).

Age: 18 to 65

Gender: 79% Male / 21% Female

Income: \$65K/annum 43% earn over \$75K/annum

Lifestyle: 62% own their home

Education: 40% post-secondary graduates

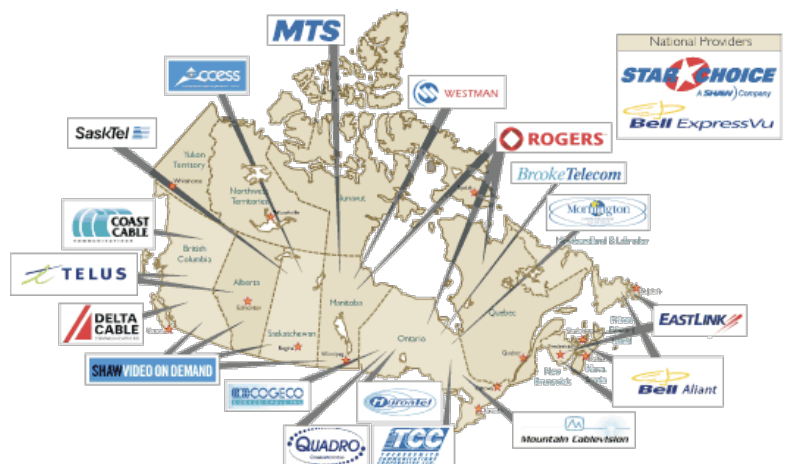
Habits: Spend more than 15 days/year outdoors

Outdoor Market

9.72 million Canadians participate in outdoor activities such as hunting, fishing, camping, hiking and boating, and spend over \$10 billion dollars annually on these activities. The provinces of Ontario and Quebec alone include 65% of outdoor enthusiasts and account for 59% (\$6 billion dollars) of expenditures on outdoor products.

Hunting

- There are 2 million active hunters in Canada generating a \$1.1 billion annual impact on the Canadian economy.
- Fishing
- 3 million Canadians (15 years of age and older), are active anglers, generating a \$7 billion annual impact on the Canadian economy.
- Boating
- There are 2.3 million licensed boating enthusiasts in Canada, generating a \$3 billion annual impact on the Canadian economy.
- ATV Market
- There are over 700,000 ATV enthusiasts in Canada, generating a \$1.5 billion annual impact on the Canadian economy.
- Outdoor Adventure
- More than 2.5 million Canadians participated in outdoor adventure activities (hiking, backpacking, camping, etc.), generating a \$2.9 billion annual impact





LEGENDS & OUTLAWS



Pursuit Channel was created for the outdoors by outdoorsmen. It is owned and operated by people who understand this small cottage industry. Founder and CEO Rusty Faulk has been producing Rusty Faulk Outdoors for over 20 years and President Merrill Sport, a partner in Rusty Faulk Outdoors, has worked with over 300 sporting goods manufacturers in his 25 year career. With backgrounds such as this, it is easy to see why Pursuit is in tune with you ... the outdoor community ... for we are of the same mold!

Available in over 20.5 million households on DirecTV, cable and FTA homes, the majority of our programming focuses on hunting. So when the other guys pack it up, we're headed right back into the wild with a new adventure.

In 2006 ...

- **29.9 million** people fished — 13% of the US population — spending an average of 17 days fishing
- **12.5 million** people hunted — 5% of the US population — spending an average of 18 days in the field.
- **71.1 million** participated in some form of wildlife watching (feeding, photographing, bird watching).
- **More than 87 million** Americans spent more than **\$120 billion** on wildlife-related recreation. This represents 1% of the total US Gross Domestic Product.

Age:

18 to 65

Gender:

90% Male / 10% Female

Income:

\$65K/annum 43% earn over \$75K/annum

Lifestyle:

62% own their home

Education:

40% post-secondary graduates

Habits:

Spend more than 15 days/year outdoors



Rate Card

Closed Caption Sponsor	\$10,000 Qtr
Regular Sponsor :30 spot <i>(min 26 per Qtr \$61,000)</i>	\$4700 each
Beginning Billboards	\$10,000 Qtr
Ending Billboards	\$10,000 Qtr
Bumper Ad	\$8,000/show
<i>"This portion brought to you...."</i>	
<i>(3 Bumpers per show)</i>	

Barry Corbin appearance <i>(sponsor responsible for all hotel, flight, transportation, meals, hunt, product)</i>	\$15,000
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Product Feature placement w/in show <i>(your product highlighted during show with Barry actually using/wearing product)</i>	\$15,000/show
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Title Sponsor	\$100,000 Qtr
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Title Sponsor to receive Print advertising, in Nationally magazines in association with Legends and Outlaws
Featured sponsor on website with video flash component on website, and Primary position in all merchandising.

All sponsors to be featured on Legends and Outlaws with links to their company. Legends and Outlaws website Icon will be on the Pursuit Channel website as well.

All sponsorship will include in kind donation of products and/or services.

