



Rod & Rifle Bourbon Advertising Deck & Pricing



Prestige Imports LLC

23000 Greater Mack

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Distributor Summary

- Prestige Imports LLC welcomes your company to distribute and participate in the National Launch of Rod & Rifle Bourbon. We have partnered with Wildlife Forever, The Outdoor Channel and North American Media Group to provide brand building print and TV advertising.
- The primary objective is to provide Outdoorsmen with a great tasting American crafted Bourbon while conserving America's Hunting & Fishing Heritage. The custom designed print and television campaigns will target the 85 million outdoorsman, hunters, anglers and gun enthusiasts throughout the United States.

82 Million Americans Enjoys The Great Outdoors

■ Anglers and Days of Fishing

■ Total Anglers- 34,071,000

Total Annual Days Fished-
557,394,000

Freshwater (except great lakes)

Total Anglers- 28,439,000
Total Annual Days Fished-
466,984,000

Percent of total Anglers- 84%

Great Lakes

Total Anglers- 1,847,000
Total Annual Days Fished- 23,138,000
Percent of total Anglers- 4%

Saltwater

Total Anglers- 9,051,000
Total Annual Days Fished- 90,838,000
Percent of total Anglers- 16%

■ Hunters and Days Hunting

■ Total Hunters- 13,034,000

Total Annual Days Hunting- 228,368,000

Big Game

Total Hunters- 10,911,000
Total Annual Days Hunting- 153,191,000
Percent of total Hunters- 84%

Small Game

Total Hunters- 5,434,000
Total Annual Days Hunting- 60,142,000
Percent of total Hunters- 42%

Migratory Birds

Total Hunters- 2,956,000
Total Annual Days Hunting- 29,310,000
Percent of total Hunters- 23%

Other Game

Total Hunters- 1,047,000
Total Annual Days Hunting- 19,207,000
Percent of total Hunters- 8%



The Outdoor Channel

OutdoorChannel.com Dominates the Outdoor Category

- **OutdoorChannel.com**
 - The #1 Outdoor site for video, program information, news and resources
- **Facts**
 - 700,000+ unique visitors per month
 - 3 Million page views per month
 - 300,000+ e-blast newsletter subscribers
- **Opportunities**
 - Rich media and standard ads
 - Custom brand integration into site
 - Exclusive online program content
 - Branded Entertainment
 - Advertorial solutions
 - Category exclusivity of sections
 - State-by-State pages direct users to regional information focused on hunting and fishing





OutdoorChannel.com is the Clear Online Leader #1 Among Hunting & Fishing Media Sites





Geo-Targeting Your State With OutdoorChannel.com

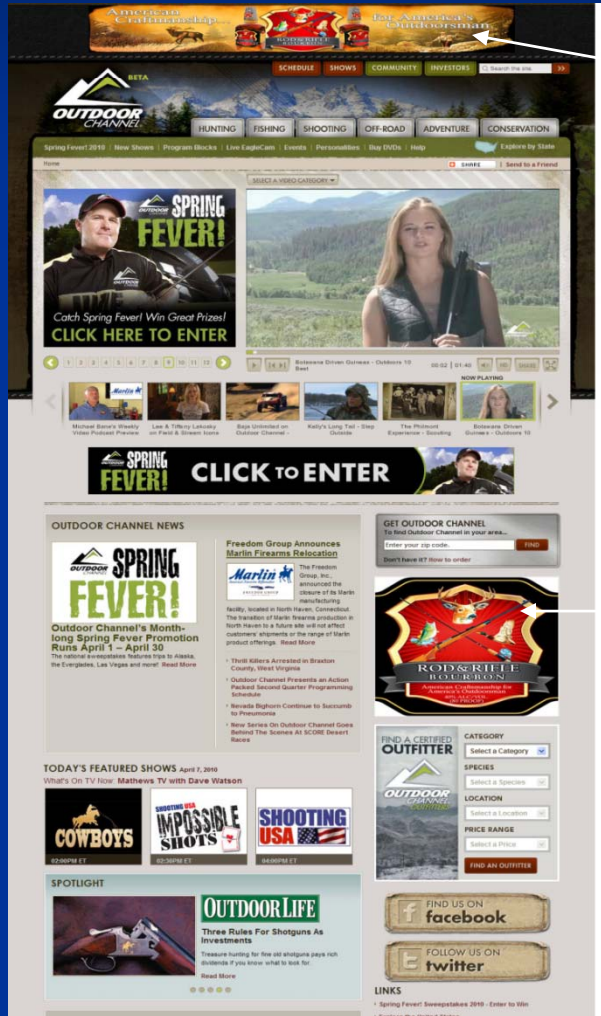


Your Individual State Targeting Campaign

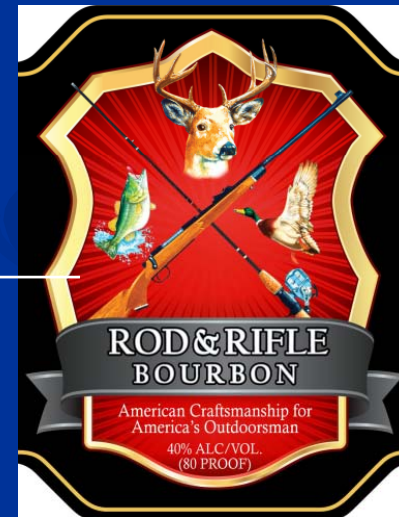
- Advertise to the consumers your product affects most!
- Select specific states where your product can be purchased.
- Only the OutdoorChannel.com users in the selected geo-targeted states will see the advertisement.
- Geo-targeting is available in all 50 states.
- With one click, viewers are directly linked to R & R website and then to the Rod & Rifle Bourbon distributor locator.
- Geo-targeted positions include: Leaderboard, Rectangle, Pre-Roll Video.



Banner & Product Links



728 x 90 Leader Board



300x250
Rectangle



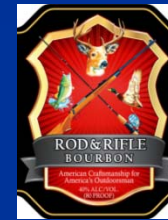
OutdoorChannel.com Geo-Targeted Impressions: Projected By Month

Leader Board Impression



- Georgia: 164,000
- Texas: 235,000
- California: 455,000
- Michigan: 63,000
- New York: 236,000

Rectangle Link Banner



- Georgia: 100,000
- Texas: 102,000
- California: 294,000
- Michigan: 93,000
- New York: 206,000

North American Media Group



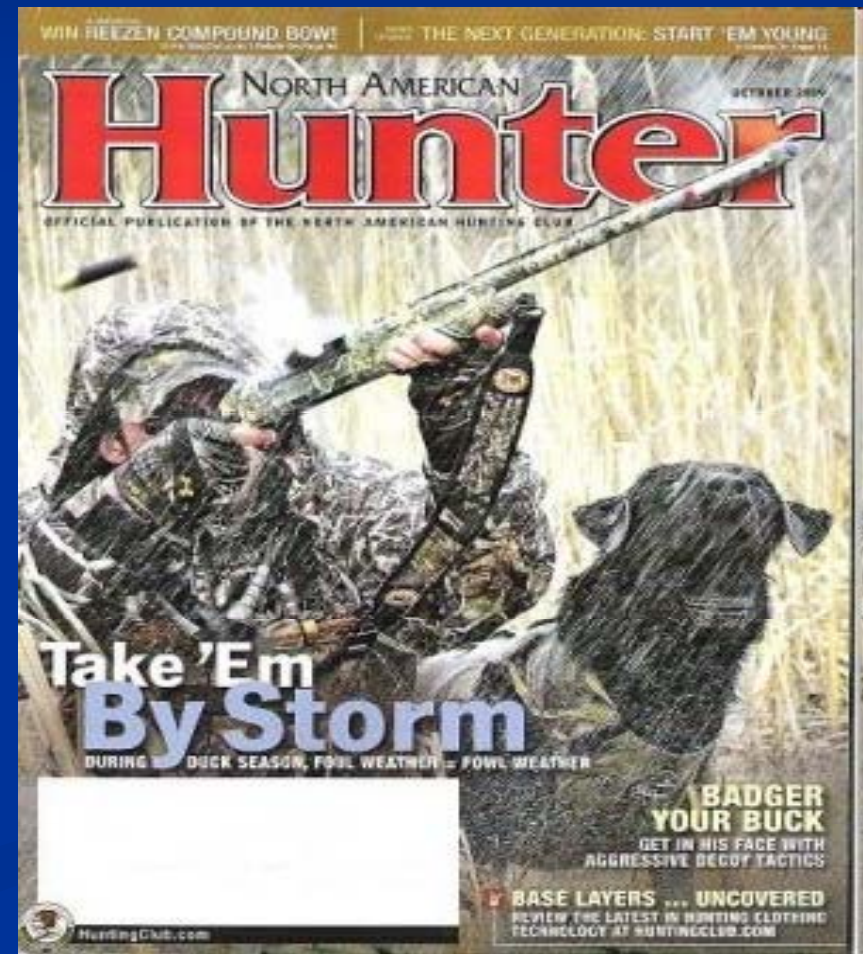
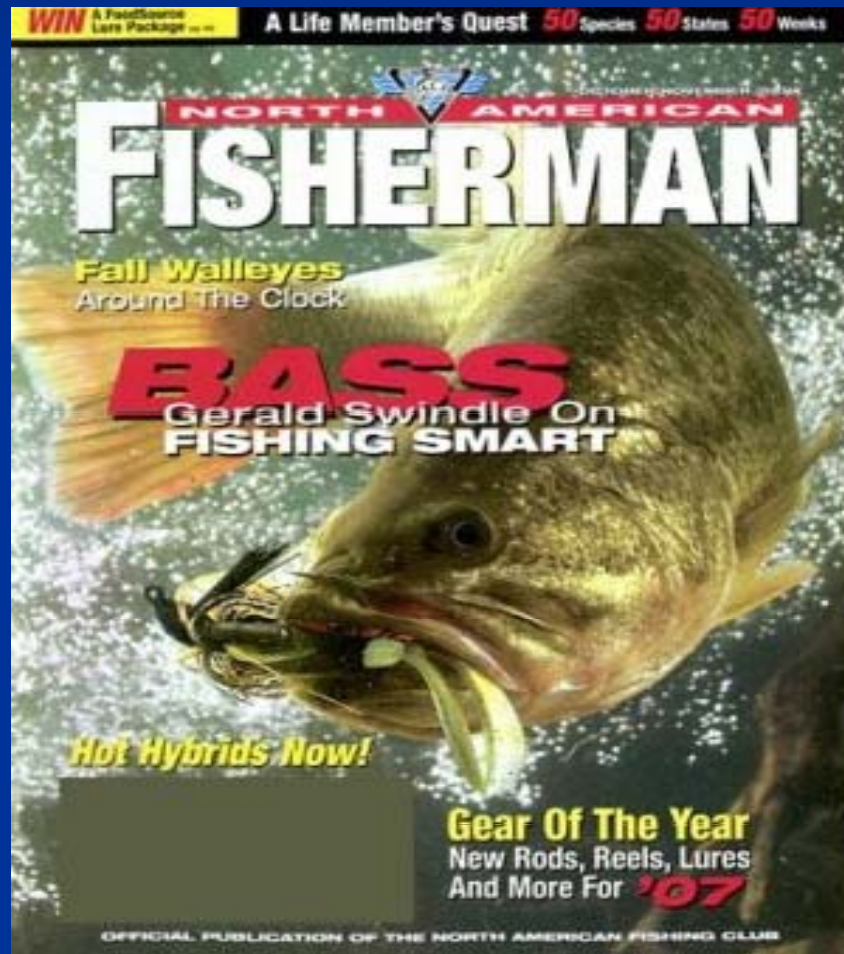
- *North American Hunter*, the nation's largest multi-species, hunting-only publication, fosters an appreciation of the outdoor heritage and the relationship between hunting and conservation. Providing how-to editorial on big game, small game, upland birds and waterfowl, *North American Hunter* offers tactics, equipment tips, product ratings, and information from the industry's most recognized outdoor writers.



- As the largest multi-species, freshwater fishing publication in the market, *North American Fisherman* takes readers beyond the basics by sharing advanced tactics, the latest tips, proper techniques and new products. *North American Fisherman* covers all regions and reaches those anglers whose passion put them on the water throughout the year.

North American Media Group

Full Page Adds Yearly In Both Magazines



North American Media Group



North American Hunting Club

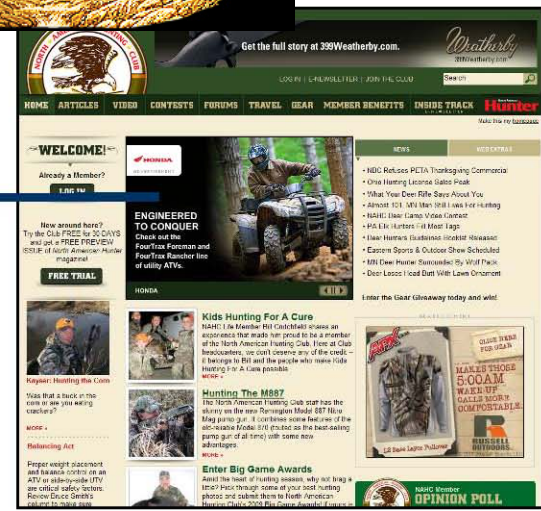
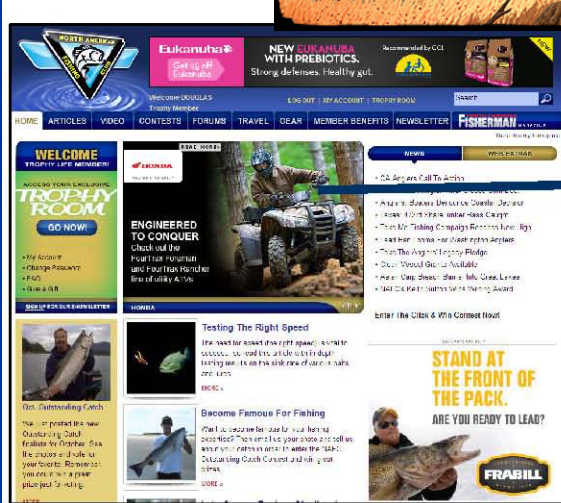
- 78% Drink any kind of alcohol
- 49% Drank “any” whiskey in the last 6 months**
- 55% of those that drink whiskey drink bourbon
- 60% Drink whiskey at least once a month
- 48% Have purchased at least one bottle of “any” whiskey in the last 6



North American Fishing Club

- 71% Drink any kind of alcohol
- 46% Drank “any” whiskey in the last 6 months**
- 50% of those that drink whiskey drink bourbon
- 64% Drink whiskey at least once a month
- 47% Have purchased at least one bottle of “any” whiskey in the last 6 month**

Integrating Rod & Rifle's Message Into Newsletters and E-mails



North American Media Group



Total Rate Base: 1,350,000

Average Age: 46

Hunting Magazine

- **Huntingclub.com**
- **2009 Avg. Monthly**
- **Monthly Visits: 242,442**
- **Unique Monthly Visitors: 132,783**
- **Monthly Page Views: 2,016,764**

Total Reach: 8,265,000

Men: 91.5% Average

Fishing Magazine

- **FishingClub.com**
- **2009 Avg. Monthly**
- **Monthly Visitors: 144,955**
- **Unique Monthly Visitors: 90,645**
- **Monthly Page Views: 1,162,**



Wildlife Forever



Mission Statement

The mission of Wildlife Forever is to conserve America's wildlife heritage through conservation education, preservation of habitat and management of fish and wildlife. Must Visit www.WildlifeForever.org

North American Hunting & Fishing Clubs

Wildlife Forever is the Non-Profit Land Conservation Arm of the North American Hunting Club and North American Fishing Club. Total Members 1,200,000

Consumer Pricing



ROD & RIFLE BOURBON

This bourbon whiskey is copper distilled, charcoal filtered, and aged in new charred white oak barrels for 36 months.

Wildlife Forever is the Non-Profit Land Conservation Arm of the North American Hunting and Fishing Clubs

Your purchase helps Wildlife Forever continue to conserve America's fish and wildlife across America. As the nation's leader in multi-species conservation, no matter which species is your favorite to hunt or fish, Wildlife Forever (North American Hunting & Fishing Clubs) is tireless in their efforts to ensure America's hunting and fishing heritage. Discover the projects done in your state. Visit www.wildlife-forever.org.

Collectors Series 3.5 oz. Shot Glass
Starting In 2010, Rod & Rifle Bourbon Includes A Commemorative Stainless Steel Shot Glass Celebrating A Different Species Every Year. This Year, The Whitetail Deer.

Rod & Rifle Demographics

- US Fish & Wildlife Service
 - 37.5 Million Licensed Fisherman
 - 12.5 Million Licensed Hunters
 - 43 Million Gun Owners
- No. American Fish & Hunt Clubs
 - 406,874 NAFC Members
 - 713,008 NAHC Members

Whitetail Deer
2010

Rod & Rifle Bourbon

Price To Consumer

\$21.99

12 Bottle 750 ml Case

7 Case Tiers

42 Case Pallets

Shot Glass Included

Wildlife Forever

Contribution Included