



MOSSY OAK®

Corporate Brochure

IT'S NOT A PASSION. IT'S AN OBSESSION.



MOSSY OAK®

It's not a passion. It's an obsession.





AS THE MOSSY OAK STORY GOES, it began with a fistful of dirt in 1986, and the same hunting and outdoors lifestyle still exists here today. Our love of the outdoors and our commitment to sustain that lifestyle drives us to partner with companies sharing our values. We work to support programs and organizations committed to the outdoors, as well as to build relationships that complement the Mossy Oak brand lifestyle.

Beginning with the desire to get closer to critters, Mossy Oak was founded in camouflage design. Our first patterns - Bottomland®, Greenleaf®, original Treestand®, Full Foliage® and Fall Foliage® - used natural elements and colors, and electrified the camouflage industry with specialized designs that made the hunter actually blend into the natural surroundings.

Our development team quickly realized shadows are the most common element of nature. The first in our shadow series patterns introduced by Mossy Oak was Break-Up®, which revolutionized the way people thought about camo. Break-Up was much more effective at concealment and in so many different hunting situations, it quickly became a best-seller. Other specialty patterns in the shadow series included Shadow Grass®, Shadow Branch®, Shadow Leaf® and Forest Floor®.

As technology improved in digital imagery and printing techniques, so did our patterns. As we moved into a new century, our patterns became ultra-realistic with an enhanced 3D effect. We put the new technology to work on our most popular pattern, Break-Up, and the redesigned pattern was introduced in 2002 as New Break-Up®. We soon followed with New



Shadow Grass®. Then in 2004, came our unmatched spring pattern, Obsession®. We conquered the Western big game market in 2005, a first for us, with Brush® and in 2007 and 2008, Duck Blind® and Treestand® were launched respectively.

In 2010, we built on the continued success of Break-Up by introducing Break-Up Infinity®. 2013 brought the launch of Shadow Grass® Blades®, a purely grass pattern that offers waterfowlers a versatile and effective pattern for hunting along water edges and flooded fields.

This year, we've introduced Break-Up® Country™. Now, no matter where you're hunting across the country, Break-Up Country has you covered.

Mossy Oak is, first and foremost, a camouflage brand, and our core consumer not only wears Mossy Oak camo for concealment in the woods, fields and open country, but as a representation of their love for the outdoors and the hunting lifestyle in their daily lives. That same appreciation for the outdoors and passion for hunting exists within our company and is consistently communicated through various channels. From print to TV to the World Wide Web, through events, ProStaff, trade shows, and at hunting camp – everything we do goes back to hunting, land stewardship, conservation and our outdoor heritage.

Thanks to all the great partners who have helped make Mossy Oak what it is today!



**BREAK-UP
COUNTRY**
MOSSY OAK

At Mossy Oak, we make our living by bringing you the most effective camouflage patterns ever made. We always focus on extensive in-field design and testing so that when we bring you a pattern with the Mossy Oak name on it, you can be assured it's going to work. For 2015, our extensive field testing has resulted in the development of the revolutionary pattern that can truly be effective no matter where, or when, you hunt in our great country. We built the pattern featuring a variety of elements found throughout North America and designed it with an equal focus on blending in and breaking up your outline. In addition, our elements are true to nature's size and provide the perfect amount of depth and shadowing, which make the pattern adaptable to a number of hunting situations and light periods throughout the day.

Mossy Oak Break-Up COUNTRY combines digitally enhanced, life-sized natural elements with the perfect color tones to help you blend in and shadowing elements that truly break up your outline like no other pattern available today. So, no matter where you hunt, becoming a part of your surroundings won't be a problem anywhere across the COUNTRY!

IT'S WHO YOU ARE.

Mossy Oak® Brand Camo Patterns / Break-Up® Country™





SHADOW GRASS® BLADES™
The Waterfowl Pattern You've Been Waiting For.

With over 25 years in pattern development, we concluded that the most versatile and effective waterfowl pattern was one that was purely grass. After photographing a variety of grass blades along water edges and flooded fields, we saw that each BLADE was unique and in the background was thatch of dead or pressed down lesser grass.

With these two elements, we set out to create the perfect pure grass pattern by arranging each blade of grass in natural positions with shadows falling across each other on a thatch background. The thatch background with its small grass moving from light to dark spots creates the depth and distance from the larger blades to give Shadow Grass Blades a realistic, 3D appearance and superior ability to break up a hunter's outline. Each blade of grass was selected for its unique coloration and position to duplicate the grass edges found all over the country.

WATERFOWL CAMO REDEFINED.







Over 20 years ago, Mossy Oak introduced the original version of Treestand and revolutionized the way we look at camo by being the first to incorporate tree limbs into a pattern. Two decades later, Treestand now uses digital technology to reproduce the details and subtleties of actual tree limbs laid over the neutral tones most commonly seen when looking up through bare trees.

Hunting whitetails from a tree is one of our favorite pursuits here at Mossy Oak. If we took the time to add up all the hours we've spent in a treestand over the years, we'd probably wonder just how anything gets done around here. But it is exactly that dedication that helps us bring you a pattern as effective as Treestand.

Designed specifically for hardcore whitetail hunters who hunt from an elevated position, Treestand offers the ideal camouflage solution for altering your silhouette among the bare limbs of a tree in late fall.

Treestand is built to defeat the deer's eye looking up through the limbs of bare trees. Treestand is the ultimate camo for over 11 million hunters who hit the woods each year in pursuit of whitetails.

ELEVATE YOUR GAME.







Being invisible to turkeys has been a lifelong goal for Toxey Haas, founder of Mossy Oak. The result of this relentless drive is the single best spring turkey hunting pattern available, appropriately named Obsession.

Launched in 2004, Obsession quickly proved itself to be the standard by which all turkey camouflage is measured.

Obsession builds on the success of the elements used in Break-Up, like ghost shadows and realistic limbs, to expand effectiveness when the woods are taking on spring colors. These elements include a digitally enhanced, lighter background and the addition of carefully selected leaves and spring tones.

DESIGNED TO DECEIVE THE BEST EYES IN
THE SPRING WOODS.





MOSSY OAK
Obsession



Western hunting in wide open spaces can present some of the most challenging situations for concealment. Energized by the challenge of creating a camouflage pattern for places where there is little or no cover, we developed Brush.

Brush introduces a completely new background of dead grasses and dirt, a base coloration that blends into virtually any open country surrounding, varying sizes and shades of authentic brush and other native plants and soft, naturally occurring shadow patterns.

Designed specifically with the Western big game hunter in mind, Brush features the open and neutral shades found all over the West from southern New Mexico to northern Montana. When there is no cover to be found, be sure you're wearing Brush.

SOMETIMES NOT SEEING IS BELIEVING.







BREAK-UP INFINITY®

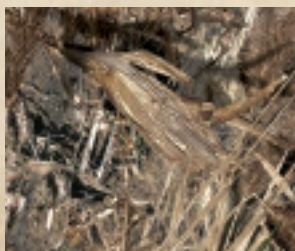
Depth. Detail. Definition.

Break-Up Infinity features the most ultra-realistic, digitally photographed elements with exceptional detail, dimension, and exhaustively accurate color tones to help you remain hidden. Break-Up Infinity is the first pattern we've produced that you can actually look into much the same way you look into the woods.



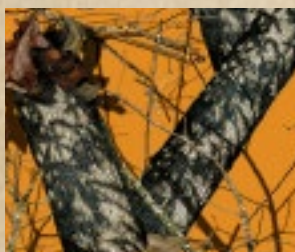
BOTTOMLAND®

Bottomland is Mossy Oak's original camo pattern created by Toxey Haas in 1986. Today's enhanced version preserves the original design while applying advanced technology for increased effectiveness, offering the same field-proven components and colors, the same dirt and bark elements, the same ability to blend into dark environments and obscure a hunter's outline from every angle - all carefully enhanced with digital technology for even greater subtlety and realism.



DUCK BLIND®

Using digitally-reproduced images of the exact types of cover found across the flyways and focused from a bird's eye view, Duck Blind took off in 2007. Duck Blind is built on a base background of true dirt colors with different tones to represent wet and dry ground. Then we added elements of millet, wild oats, corn stalks, phragmites, Johnson grass, soybeans and native grasses. The unique shadows enhance depth and create a 3D effect, while the muted shades of brown, tan, gray and soft black work well for blending into virtually any waterfowl environment.



BLAZE™

Mossy Oak Blaze differentiates itself from other blaze-based patterns by using the natural colors and elements found in Break-Up instead of the black traditionally used in these patterns. Break-Up's proven natural colors and concealment elements are overlaid onto a background of blaze orange, creating the most effective blaze pattern ever.



WINTER®

Made specifically for hunters in the winter woods, our cold-weather hunting pattern takes the same natural colors and digitally enhanced elements found in Break-Up and pairs them with a natural snow base for the ultimate snow pattern.

For information about our other patterns, please contact Pat Epling at pepling@mossyoak.com or visit www.mossyoak.com.





Toxey Haas
Founder/CEO

Since he was old enough to follow his dad, Fox, in the woods, Toxey dreamed of being invisible to game. According to Toxey, "Where Mossy Oak truly evolved is from turkey hunting, a tradition I dearly love. I had turkeys in mind when I began work on the original Mossy Oak pattern, because I knew if I could develop camouflage that was undetectable to turkeys, I would easily be hidden to deer and other game." He never gave up on his obsession, and eventually found a way to produce his pattern on fabric. From that fistful of dirt, Mossy Oak has grown into a multifaceted outdoors icon that includes the country's most popular and most effective camo patterns. With the addition of BioLogic, Mossy Oak

Productions, MOOSE Media, Mossy Oak Properties, Nativ Nurseries, GameKeepers and Mossy Oak Land Enhancement Services, Haas Outdoors Inc., is the most diverse company in the industry.

Fox Haas
Secretary Treasurer

Fox Haas inspired the obsession that Toxey has to be invisible to game, and he encouraged him to pursue his dream of creating the most effective camo patterns to date. For this, we are all thankful. Fox, an avid hunter himself, spent many a day outdoors teaching his son about wildlife and hunting and he continues to advise and support Toxey as a father and a business partner. Although Fox can be given credit for the obsession in Toxey, if it wasn't for Evelyn Haas - wife and mother - who spent countless hours sewing with Toxey's first pattern, Haas Outdoors wouldn't be where it is today.



Bill Sugg, Jr.
President

Back in 1986, Bill Sugg was the first true employee of Haas Outdoors working as the lead salesman. In a short time, this good-natured Southern gentleman earned Mossy Oak the strong regional following that allowed the company to build itself into the most popular and best-selling camo brand in America. Today, Bill oversees the day-to-day processes and business decisions as President.

Ronnie "Cuz" Strickland
Senior Vice President, Television and Related Media

Before coming to work for Mossy Oak as the company's Public Relations Director back in 1990, Cuz had already compiled a decade of outdoor business experience, including time as a wildlife videographer. Today, Cuz's expanded department produces North America's highest-rated, traditional outdoor television show: "Hunting the Country." Mossy Oak Productions is also responsible for "Deer Thugs," "GameKeepers," and "Turkey Thugs."



Around here people skills are second only to hunting skills. Success is impossible to achieve without a good group of people and a mission. Our mission? To share the great outdoors. Our people? Well, take a look for yourself.



CHRIS PARADISE
Sr. Vice President,
Chief Sales Officer



PAM STRICKLAND
Director of Home Decor
and Lifestyle



PAT EPLING
General Manager
3D Fluid Graphics



ASIF SAKHAWAT
Sr. Vice President,
Chief Operations Officer



BEN MAKI
Sr. Vice President,
Chief Marketing
Officer



DENNIS PRESLEY
Vice President
MOOSE Media



KEVIN TATE
Vice President of
Mossy Oak Productions



BOBBY COLE
President of Mossy
Oak BioLogic



CAREY SIZEMORE
Manager of Retail
Operations



LANNIE WALLACE
Executive Vice President
of Mossy Oak Properties



CHRIS HAWLEY
CEO and President
of Mossy Oak
Properties



CHRIS PARADISE
Sr. Vice President,
Chief Sales Officer

At Mossy Oak, we wake up every day thinking of ways to support our worldwide partner base. It is their support and product innovation that drives us to be the world's leading brand of camouflage and as a result, find ourselves in long-standing partnerships with some of the best brands in the outdoor industry. From manufacturing to retail, we take pride in being a part of our customers' offerings into the marketplace.



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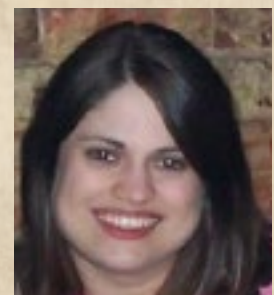
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It's not just handing out a license. It's taking in a new member of the family.

With all due respect, if the Mossy Oak lifestyle, values and commitment to the outdoors aren't obvious in a licensee, we don't hunt together. To safeguard both our brand and other licensed partners, we study a potential licensee's market carefully to determine whether Mossy Oak would be a good fit. We also limit the number of licensees granted in a particular category, because as any hunter knows, overpopulation stunts growth. Nobody wants that.

Once a licensee is selected, they're free to use our patterns and logos as they please, provided usage complies with quality, color, layout and logo sizing standards. This ensures each product bearing our name is of the highest quality - something our customers appreciate.

You'd be amazed at where Mossy Oak patterns are showing up these days. From home goods to pet supplies and everything in between, you'll find our patterns on just about anything associated with the outdoor lifestyle. Have a look below for proof.

3D Camo
Ad Specialty Companies
Apparel
Archery Bows
Archery Accessories
Automotive Seat Covers
Blinds
Boats/Boat Accessories
Boots/Waders
Children's Apparel
Cushions, Seats, Chairs
Eyewear
Fabric
Fleece
Footwear
Furniture

Gaiters
Game Calls
Gloves/Muffs
Gun Accessories
Gun & Bow Cases
Guns & Stocks
Headnets, Facemasks
Headwear
Home & Lodge Decor
Insulated Apparel
Knives
Ladies Apparel
Novelty Items
Optics
Packs/Bags/Luggage
Pet Supplies

Quivers
Rain Gear
Scarves/Neckties
Specialty Clothing
Sights/Rests
Sleeping Bags
Slings/Straps
Stabilizers
Tape
Tarps
Treestands
Trucks
Vests
Waxed Items
And more

Mossy Oak takes pride in our consistent brand image, one that resonates with our consumers – It's not a passion. It's an obsession. This message reaches billions through our pattern-specific and brand advertising from print to TV to social media.



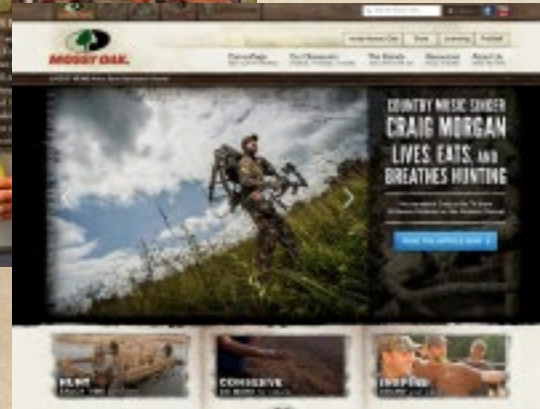
BEN MAKI
Sr. Vice President,
Chief Marketing
Officer

From concept to creation, our ad campaign was built in-house with input from all departments. We figure, what better place to find a diverse group of obsessed hunters than right here at Mossy Oak?



Enterprise Advertising: Beyond camo, Mossy Oak enterprises include land stewardship and conservation companies. Our overall brand message is to simply get people outdoors. By developing Mossy Oak Properties and Nativ Nurseries advertising in house, we maintain that message.

Pattern Advertising: Designing effective camouflage patterns is what we do. As we continue to develop breakthrough patterns, we'll continue to support those patterns through pursuit-specific effectiveness advertising with strategic print placement in a variety of first-rate outdoor publications and television networks.



MossyOak.com boasts 65 million page views and 1.1 million hits per day in a 12 month period. With daily article uploads, news, videos and information across all brands, MossyOak.com is a one-stop shop for all things Mossy Oak.



The Mossy Oak Facebook page has nearly 2 million fans and continues to grow. Over a 6-month period, our Facebook impressions averaged 2.1 million per week.

With over 30,000 subscribers and over 7.9 million views, our YouTube channel features a growing library of outdoors-themed videos.



@MossyOak has a following of 53,000 fans. Our Twitter account organically gains an average of 2000 followers per month.

The 117,000 followers of Mossy Oak's Instagram page can view breathtaking photography, Mossy Oak pups, hunting photos and giveaways.



Everyone at Mossy Oak believes there's more to sustaining the hunting tradition than simply developing new patterns. We're honored to hold an influential position in the hunting industry, one that allows us to do everything we can to protect the future.

Mossy Oak proudly sponsors and supports many conservation organizations nationally and locally through monetary and product donations and through integrated programs. The National Wild Turkey Federation (NWTF), Quality Deer Management Association (QDMA), Rocky Mountain Elk Foundation (RMEF), Safari Club International (SCI), The Catch-A-Dream Foundation, Ducks Unlimited and Delta Waterfowl are just a handful of organizations Mossy Oak sponsors.

Mossy Oak proudly extends beyond the field to support organizations and events that assist us in furthering our commitment to the outdoors and wildlife conservation. We continue to look for unique opportunities to increase awareness and grow our brand – both in the hunting world and in new markets.





TIM ANDERSON
Director of Public
Relations & ProStaff



1000 members strong, the Mossy Oak ProStaff is a group of top outdoors men and women from across the country who act as spokespersons for the brand.

Members of our National ProStaff are people the hunting community will recognize from their hunting expertise, accomplishments, videos, TV and magazine articles. Our Regional ProStaff is a group of accomplished hunters who promote Mossy Oak in various regions across the U.S. They also manage a localized Field Staff in their regions. From event support to retail store grand openings to radio and TV appearances, our ProStaff adds value to the Mossy Oak brand nationally, regionally and locally.

WATERFOWL

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Mossy Oak has two retail locations that sell a wide variety of hunting and outdoor gear. If you can't get to one of our stores, just shop online at www.store.mossyoak.com.



CAREY SIZEMORE
Manager of Retail
Operations

- Men's Hunting Apparel
- Men's Casual Apparel
- Children's Apparel
- Women's Apparel
- Hunting Accessories
- Automobile/ATV Accessories
- Mossy Oak Home Furnishings
- Mossy Oak Brand Merchandise
- Books/DVDs/Videos • Special Events
- And more...



MOSSY OAK 3D FLUID GRAPHICS: MAKING SURE THE PANTS MATCH THE SHIRT

Designing effective camouflage patterns is what we do, so we want to ensure the end product – whether it's apparel, footwear, archery equipment, firearms or automobile accessories – has a consistent and quality image of our patterns.



Once R&D perfects a pattern, we insert ourselves at the beginning of the supply chain and monitor the output of patterns on film for decorating hard goods and heat transfer paper and wet print for fabric. We make it our responsibility to guarantee quality before the licensee begins decorating their product.

By monitoring the process early on, our partners' products are improved with a consistent Mossy Oak pattern image, increasing shelf appeal. Not only that, the product gets to the shelf faster because we deliver directly to the manufacturer.



ERIK ADAMS
Director of Supply
Chain Operations

PAT EPLING
General Manager
3D Fluid Graphics



LARRY MOORE
Director of Research
and Development



Driving the spark of new ideas from initial concept to broadcast-ready delivery, Mossy Oak Productions passes along the true, positive message of the outdoors to millions of viewers each week.



KEVIN TATE
Vice President of
Mossy Oak
Productions



MOSSY OAK'S HUNTING THE COUNTRY

The Outdoor Channel • Tuesdays at 9 p.m. EST

We launched our first regular television broadcast 20 years ago this fall when Mossy Oak's Hunting the Country made its debut in prime time on The Nashville Network, TNN. Over the years it's been our flagship vehicle for sharing the best of the excitement and emotion the great outdoors has to offer. In that time, the stable of video productions under the Mossy Oak banner has grown and changed, but our commitment to the brand has never wavered, and Hunting the Country continues to tell our tales.

"No one at Mossy Oak knew 20 years ago when we aired our first episode of Hunting the Country on TNN we'd still be doing that 20 years later," Mossy Oak Senior Vice President Ronnie Strickland said. "It's something we're very, very proud of. We're proud of the way we've presented Hunting the Country and paid close attention to the habitat and to the critters, and to hunters and the role they play in the environment. We're also proud of the way we tell stories. We know we focus on more than just the kill. It's not just about the kill, it's about the hunt, the adventure and the effort. In the end, that's what really matters."

Through the vehicle the series provides, we share time in the field with hunters from every walk of life. The passionate pursuit of critters forms the backdrop for stories that capture our imagination, stories that come more often from the lives of the hunters themselves than anywhere else. Through Hunting the Country, we see how our fellow hunters define their share of the freedom we all enjoy. We learn the different ways they're living their own best lives outdoors and, ultimately, we come to see how firmly we all stand on common ground.

Mossy Oak's Hunting the Country can be seen on Outdoor Channel Tuesday nights at 5 and 9 eastern, all year long.

Air times subject to change. Check your local listings.



MOSSY OAK'S TURKEY THUGS

Pursuit Channel • Mondays at 9 p.m. EST • January - June

Chasing the nation's most popular game bird on the very ground it calls home is humbling to the best of hunters. There's many a pitfall to be found between roasted and roasted, and some of the most experienced turkey hunters in America gather here to share what they've learned about them all.



MOSSY OAK'S DEER THUGS

Pursuit Channel • Mondays at 9 p.m. EST • July - December

For hunters who live and breathe to hunt whitetail deer, whose summers are filled with land management and whose falls are spent in the stand, the information offered here is priceless beyond compare. The combined decades of experience and expertise delivered by the Deer Thugs, five professional outfitters who make their living putting hunters close to deer, share a variety of opinions and form a bedrock of knowledge.



What's a THUG?

TODAY'S HUNTERS UNITED FOR GOOD

More than simply another TV show, the Turkey and Deer THUGS series is a salute and a helping hand to the soldiers who've been wounded while keeping our nation free. A portion of the licensing dollars generated by Deer and Turkey THUG merchandise goes to the Outdoor Recreation Heritage Fund, which helps our heroes get back to the outdoors and return to the traditions their sacrifices helped protect.



THE GAMEKEEPERS OF MOSSY OAK

Pursuit Channel • Wednesdays at 9 p.m. EST

No matter where you are or what your outdoor obsession may be, it all begins with the land. Our traditions begin with the land, so to the land this series returns. The stewards and caretakers of hunting's future are everywhere, doing what they can to preserve, protect and pass on. This series shares the spirit and the emotion in the why, while communicating invaluable knowledge of the how to. Planting, growing, returning and remembering all play a part in television made where the rubber meets the road.



MOOSE Media

Sales Representation • Original Television Production • Marketing

MOOSE (Mossy Oak Outdoor Sports and Entertainment) Media is a subsidiary of Haas Outdoors, the parent of one of the market's truly iconic brands, Mossy Oak Brand Camouflage.



DENNIS PRESLEY
Vice President
MOOSE Media

Since 2008, MOOSE has been intensely involved with the Pursuit Channel. As the agency of record for Pursuit, MOOSE's far-reaching responsibilities to the network and its partners incorporate producer time-buy, national advertising campaigns and marketing.

Through a unique basic-tier distribution model with DIRECTV and DISH Network, and the exclusive ability to repurpose live signal to the internet, Pursuit Channel features the largest audience of outdoor-minded television viewers in North America.

For more than 15 years, the principles of MOOSE have directed sales for the television properties of Mossy Oak Productions, including HUNTING THE COUNTRY, the long-running centerpiece of Mossy Oak Tuesday Night Pursuits on the Outdoor Channel.

The MOOSE television portfolio features the nation's top outdoor personalities, including Craig Morgan's All Access Outdoors.

MOOSE is also a creator of original television content to include: Ducks Unlimited Television (DUTV), the award-winning Leupold Big Game Profiles and The Honey Brake Experience. Ducks Unlimited is the world's largest conservation association devoted to wetlands and wildlife.

Together with the original creative it represents and produces, and the network it champions, MOOSE Media is always mindful of the crucial role played by accessible, affordable outdoor media and the intimate effect of that on who we serve – the world's original conservation activist, America's 80 million outdoor enthusiasts.



GREGORY SUGG
Programming
Coordinator



SCOTT BOOS
Director of Sales



ANGELA ELLIS
Operations
Coordinator



GREG TINSLEY
Director of
Production Services

TACK ROBINSON
Sr. Producer



RITCHIE DAVENPORT
Producer/Editor



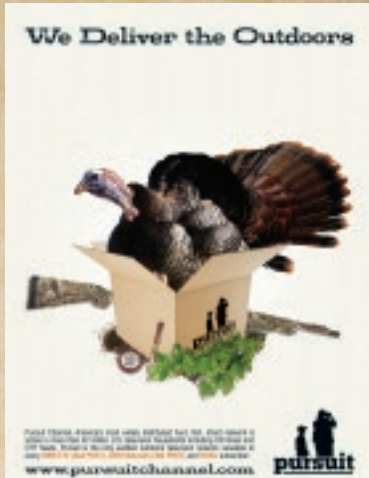
MOOSE Media and the Pursuit Channel

MOOSE Media's exclusive relationship with Pursuit Channel allows it to strategically align with endemic and non-endemic companies to create brand partnerships with more of America's 80 million outdoor enthusiasts (and more efficiently) than any other group in category.

We Deliver the Best Time-Buy Value in Outdoor Television

Pursuit Channel and MOOSE Media share DNA with every outdoor-television production company in America. That's why MOOSE works so well with Pursuit to offer producers unequalled distribution at the very best prices. Pursuit Channel remains true to the idea that it is the most producer-friendly outdoor network in the world.

The network's new 1080i HD head-end signal allows its distributors to offer the best-possible SD or HD pictures in 16:9 wide-screen dimensions. Pursuit's advanced HD server-based system offers state-of-the-art, customized, producer and advertising client promotions, insertions, overlays, up-next and block tune-ins, as well as news and programming crawls.



We Deliver Efficient, Targeted Media

MOOSE turns our passions into huge successes for our brand partners – collaborating for measureable breakthroughs with those who share our connection to the outdoors. The best media investments are about brand imaging, creating customized marketing tools and campaigns to appeal to both potential and existing customers. When people find ways to personally relate to your brand they become believers and, in turn, customers.

We Deliver Flexible, Customized Media Packages

Every MOOSE Media television package is fully customizable, including: creative length, day-part mix, flight dates, midweek start/stops, variable frequency loads, hiatus weeks and, most importantly, no minimums or forced inventory requirements. In addition to conventional commercials, we also offer static and animated billboards, lower-third crawlers and slide-outs.

We Deliver Proof of Performance

MOOSE offers a best-in-class warranty with each of its media products. We monitor each Pursuit Channel media plan through Rentrak TV Essentials, the world's largest media measurement service. With viewership information from more than 29 million televisions and 14 million households, across all 210 DMAs in the country, Rentrak is the trusted source for networks, agencies and advertisers.



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Properties



MOSSY OAK. PROPERTIES

America's Land Specialist

Since 1986, the Mossy Oak enterprise has had one goal: helping people get closer to nature. For a brand that was birthed from a fistful of dirt, starting a franchised-based real estate network devoted to assisting buyers and sellers of rural and recreational land seemed natural. Since our start in 2002, our goal has been two-fold: provide the consumer access to the finest rural and recreational properties across the country by associating with the best land brokers in the business.

With over 75 offices and network members in 22 states, Mossy Oak Properties offers a growing network of professional land brokers – brokers who are not only passionate about the outdoors, but understand the ins and outs of buying property and the inherent difficulties of doing so with traditional real estate companies.

The growing ranks of Mossy Oak Properties brokers are people who love what we love: the outdoors. Mossy Oak Properties member brokers are, like us, dedicated to the stewardship of the land. It is what has inspired them to join our growing network and makes them the most qualified source for buying or selling land. For more information, visit www.mossyoakproperties.com or call 1-866-667-2289.



FIND YOUR FAVORITE PLACE.



LOOKING FOR LAND?

At Mossy Oak Properties, we understand what you are looking for and how to find it. Trust our network of dedicated land professionals to help you find the perfect place. Whether it's a flooded rice field in the Delta, a green tree reservoir or a small farm that has it all, Mossy Oak Properties agents understand what you are looking for and why.

With over a billion dollars in listings across the country, the Mossy Oak Properties network of land specialists is the best source for finding your own favorite place.

LOG ON TO MOSSYOAKPROPERTIES.COM TO VIEW OUR VAST COLLECTION OF LAND FOR SALE OR TO FIND A LOCAL OFFICE
FOR MORE INFORMATION CALL 866-667-2289 | Each office is independently owned and operated.



Nativ

Down to Earth



Mossy Oak's Nativ brand offers products and services that help consumers create sustainable wildlife habitat and live hand in hand with nature. Dedicated to bringing nature closer and the outside into all parts of life, Mossy Oak's Nativ brand began as a small nursery committed to living life hand in hand with nature and growing the best plants for wildlife. This simple down to earth existence is the inspiration behind Nativ and can be seen throughout the brand's offering of trees, plants, seed, wildflowers, furniture and interior/exterior home décor products.



Fascinated with all aspects of nature and the ecosystem – Nativ's commitment to conservation embodies a idea of living naturally, sustainably and independently.



Nativ

Nurseries



For years one of Toxeys's favorite hobbies has been collecting special seed and hand growing plants and trees in his back yard. His obsession for finding rare species and naturally-occurring hybrid varieties led him to discover a void in the current retail offering and information about native plants and wildlife habitat. In addition to there not being a source for these "naturally beneficial" plants and trees, there was a need for a source that provided genetically advanced varieties from superior parent trees – varieties that have preferred characteristics like taste, vigorous growth, health and early abundant mast production – characteristics wildlife and outdoor enthusiasts prefer.

One of the most literal facets of Mossy Oak, Nativ Nurseries provides land owners and managers the most advanced selection of hard to find plant species ideal for creating wildlife habitat.





MOSSY OAK.

Nativ Living

Mossy Oak's Nativ Living Collection is designed for those who love the beauty of nature and who's passion for the outdoors inspires them to bring those natural elements into their homes.



MOSSY OAK.

Nativ Habitats



Embarking on any new journey in life can be overwhelming. Having a good map, a compass, and an experienced guide, will help you successfully reach your destination. Managing habitat and the wildlife within is no different. The Nativ Habitats team works directly with land owners and managers to strategically developed plans for successfully reaching goals set for your property. A carefully constructed management plan can dramatically increase the quantity and quality of wildlife on your property. This type of land stewardship will have long term, lasting effects for many generations to come.



MOSSY OAK.

Nativ Seeds



Whether its American Beautyberry for songbirds, native wildflowers for butterflies and hummingbirds or landscaping for the cabin, our large collection of native grasses and wildflower seed blends can help return your property to its natural living state. Native warm season grasses and wildflowers are beneficial to not only wild game but the thousands of other critters and insects vital to a healthy ecosystem. Offering Pure Live Seed exclusively, our seeds and seed blends are fresh, clean, healthy and ready to grow.





Bobby Cole
President,
Mossy Oak BioLogic

At Mossy Oak, our passion for providing the wildlife on our property with the most advanced forages available is what lead us to create BioLogic in 1998. It is still what drives us to provide the industry's best wildlife management products each one designed and proven to provide proper nutrition and maximum attractiveness.

Our success in providing the most innovative whitetail forage blends lead us to proudly offer plantings for waterfowl, upland birds, wild turkeys and trusted tools to help you plant and manage your property.

Anyone that knows us, knows we love chasing wild turkeys, decoying greenheads, and the exhilaration of real covey rise just as much as raising whitetails. We understand why your land and critters are important to you and know firsthand what it takes to improve habitat and wildlife. We take great pride in the performance of our products and the success it brings our consumers, that's why every one of our products is steeped in research and science.

You and your wildlife can trust BioLogic to provide the highest quality, scientifically proven wildlife products available.



Mossy Oak BioLogic is excited to announce the addition of a new line of attractants to their successful line of wildlife management products. Offering outdoorsmen innovative products that make them more successful in the field, each Whitetail Addiction product is researched and proven to attract whitetails. From the original BioRock to Chestnut Magic, each Whitetail Addiction product is designed to help you capture more images of deer on your property and improve harvests.



MOSSY OAK GAMEKEEPERS™

We are the GameKeepers of Mossy Oak and a life outside is what we pursue. It's deep in our heart. We live the land because we love the land. Every feeding whitetail, each gobbler on a spring morning, the site of decoying ducks, the pull of a heavy largemouth bass and the lonesome whistle of a bobwhite nurtures our caring soul.



The most important lessons in life can be learned in the woods - nature has a way of teaching us all. From the tiniest seed to the largest oak tree, and the critters that call this place their home - we care, nurture, and do our best to conserve these precious resources. We are hunters, but we are gamekeepers first. It's our responsibility to teach future generations to preserve our heritage.

Through our weekly television series on the Pursuit Channel, our quarterly magazine and our member based website, GameKeepers offer consumers the latest information on total land and wildlife management. We've learned our lessons the hard way and at www.gamekeepersclub.com and we will teach you the way of the GameKeepers. Join us today and receive four issues of GameKeepers magazine plus the new GameKeeper Member Kit.

JOIN THE CLUB TODAY

Learn more about land, wildlife management, & much more!



What you receive when you join:

- ✓ A Subscription to GameKeepers Magazine for \$6.95 (Member Price)
- ✓ Exclusive Store Discounts
- ✓ Save 9% Off Everything Else we sell
- ✓ The GameKeeper Club T-Shirt (Value \$15)
- ✓ A GameKeeper Weekly Newsletter

Receive A GameKeeper Member Kit

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ALL TREES ARE
ROOTED
IN THE GROUND.
A SELECT FEW FIND THEIR WAY
INTO YOUR SOUL.

BREAK-UP
COUNTRY



FOR MORE INFORMATION ABOUT BREAK-UP® COUNTRY,™ VISIT MOSSYOAK.COM.







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www.mossyoak.com

IT'S NOT A PASSION. IT'S AN OBSESSION.

Haas Outdoors, Inc./West Point, MS 39773