



***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 outdoor 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®, 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 latest spring pattern, Obsession®. We conquered the Western big game market in 2005, a first for us, with Brush®. Brush was the first pattern to use an all-new background other than



Bottomland. Launched in 2007, Duck Blind® incorporates elements from all flyways from coast to coast. In 2008 the launch of Treestand®, another revolutionary Mossy Oak pattern, was our most successful pattern launch in the company's history. The yardage of Treestand fabric sold within the months following its launch surpasses any other fabric sales in that time period to date.

In 2010, we built on the continued success of Break-Up by introducing Break-Up Infinity®. Featuring six layers of depth, you can actually look into the pattern as if you are looking into the woods. With depth, detail and definition, Break-Up redefines camo once again with Break-Up Infinity.

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!**

Mossy Oak® *The Mossy Oak Story*





BREAK-UP INFINITY redefines camo by being the first ever pattern to introduce 6 individual layers of depth with unmatched realistic detail and the sharpest definition.

Break-Up Infinity features the most ultra-realistic, digitally photographed elements with unmatched detail, dimension, and exhaustively accurate color tones to help you blend in unlike anything the industry has ever seen.

Each element – leaves, limbs, acorns and branches – was selected to create unprecedented realism and contrast to break up a hunter's silhouette. Then they were placed over multiple layers of actual images from the woods to create a multi-dimensional depth of field unlike any camouflage ever created.

Break-Up Infinity is the first pattern ever that you can actually look into much the same way you look into the woods. Why settle for one dimensional when you can have several? The woods are multi-dimensional—so your camo should be as well.

DEPTH. DETAIL. DEFINITION.







Nearly 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. Almost 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 12 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.







The launch of Duck Blind ushered in a new era of camouflage effectiveness. 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.

With its unique blend of camouflage elements, Duck Blind is easily the most diverse waterfowl pattern available. As effective in cut corn as it is in standing timber, Duck Blind is the uniform for hardcore waterfowlers everywhere.

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.

COMPLETE CONCEALMENT FROM A BIRD'S EYE VIEW.







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.



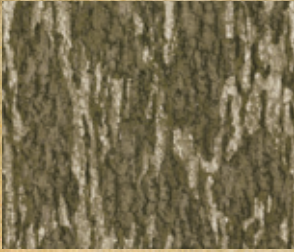
OFFICIAL CAMO OF





### **BREAK-UP®**

Introduced in 2002 as New Break-Up, our most popular pattern was revamped using the latest in digital imagery and printing technology. Break-Up continues to be a versatile pattern used effectively in various hunting situations from flooded timber to deep woods deer hunting.



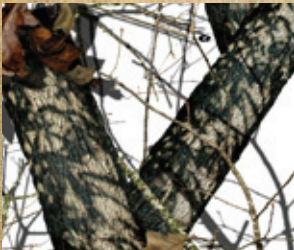
### **BOTTOMLAND®**

Bottomland is Mossy Oak's original camo pattern created by Toxey Haas 25 years ago. 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.



### **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.



### **WINTER BRUSH®**

Mossy Oak Winter Brush was designed with the predator hunter in mind because of the need to be perfectly camouflaged in the snow covered open country. Not only that, but it works great for mule deer, elk and antelope hunters in snow conditions.

We began with a textured snow background with soft shadowing to simulate snow over uneven ground. Strategically-placed grass and sage brush create the perfect elements to break up the human form while blending in with the natural environment of open country. With lighter elements and no heavy shadows, no other snow pattern replicates western elements as well or blends in with all winter environments like Winter Brush.



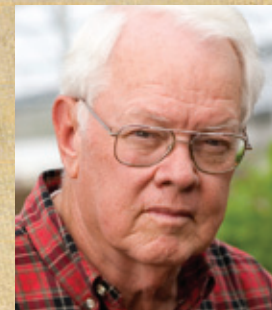


**Toxey Haas**  
Founder/CEO

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 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.



**Carsie Young**  
Vice President, Distribution and Facilities

Carsie joined Mossy Oak in 1987 after a successful career in the beverage distribution industry.

As great tasting as a cold Coke® can be, he just couldn't pass up the opportunity to work with a company dedicated to keeping America's sportsmen concealed. Carsie supervises all of the activities associated with the company's 35,000 square foot warehouse, which is the hub for BioLogic distribution. He's also a great source when it comes to food plots.



**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," "Inside the Obsession," "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 Licensing  
Operations



**PAT EPLING**  
General Manager  
3D Fluid Graphics



**ASIF SAKHAWAT**  
Sr. Vice President  
Enterprise Operations



**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



**BOB TURNER**  
Director of Retail



**LANNIE WALLACE**  
Executive Vice President  
of Mossy Oak Properties



**CHRIS HAWLEY**  
CEO and President  
of Mossy Oak  
Properties

Mossy Oak® Our Management Team



**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 longstanding 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.



**DAVE NEBRASKA**  
Director of Soft Goods  
dnebraska@mossyoak.com  
Cell 662-275-7771  
Office 740-965-5519



**PAM STRICKLAND**  
Director of Licensing  
Operations  
pstrickland@mossyoak.com  
662-494-8859 ext. 2209



**BRANDON GULLISON**  
Sr. Account Manager, Hard Goods  
bgullison@mossyoak.com  
Cell 662-275-8272  
Office/Fax 603-522-2199



**TOMMY TORMOHLEN**  
Account Manager, Archery  
ttormohlen@mossyoak.com  
662-275-0340



**NORMAN SNEED**  
Account Manager,  
Hunting Accessories  
nsneed@mossyoak.com  
Office 662-513-0921  
Cell 662-295-5594



**TERRI MYERS**  
Account Manager  
tmyers@mossyoak.com  
662-494-8859 ext. 2231



**AMY BOHANNON**  
Sales Support Coordinator  
abohannon@mossyoak.com  
662-494-8859 ext. 2279



**SHANNON WALLACE**  
Sales Support Coordinator  
swallace@mossyoak.com  
662-494-8859 ext. 2249

**CINDY REED**  
Licensing Operations  
Coordinator  
creed@mossyoak.com  
662-494-8859 ext. 2281

**KATHY BEATTY**  
Account Manager  
kbeatty@mossyoak.com  
662-494-8859 ext. 2176

## **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**



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

Founded soon after the birth of the brand and proven on networks including ESPN2, The Golf Channel and TNN, Mossy Oak Productions currently has five series on the air with Outdoor Channel and Pursuit.

At Mossy Oak, we believe a hunt's memories far outweigh its measurements, and our television presence stands firm in communicating that message, sharing the spirit of the traditions and following the hunting instinct that abides in us all. Our stories resonate with viewers from every walk of life because the people who live them are real. Whether they're improving the land or improving their skills, reaching out for new experiences or sharing the desire that drives them inside, their stories and ours are the same because, no matter what part of the nation they call home, we're all on common ground.



### **MOSSY OAK'S HUNTING THE COUNTRY**

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

Hunting stories from the very heart of the tradition share memories from our common past and collective future on our brand's flagship series. Launched in 1995 and in continuous production ever since, one of the longest-running series in outdoor television remains one of the most popular because, no matter how much technology comes into play, at its heart, hunting's heritage remains the same.



**MOSSY OAK.**

### *Inside The Obsession™*

### **MOSSY OAK'S INSIDE THE OBSESSION**

Pursuit Channel • Sundays at 9 p.m. EST

Like any successful enterprise, the heart of the Mossy Oak brand is defined by the company's people. Hunting is more than what we do, it's who we are. Sharing the passion at the heart of that obsession offers viewers an inside look at what really makes us tick.

***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 roosted 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.



MOSSY OAK  
**GAMEKEEPERS**

### **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 Alliance Brand Building in the New Traditional Outdoors

The history of Haas Outdoors' Mossy Oak Brand Camouflage might well read much differently if not for its acute attention to strategic media partnerships. MOOSE Media (Mossy Oak Outdoor Sports and Entertainment)

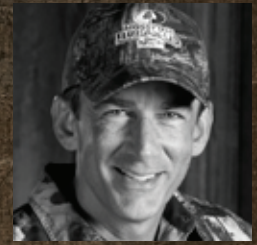
is the most evolved of these many alliances.

MOOSE Media is invested in assisting the Pursuit Channel reach its potential as the leading traditional outdoors television network in America. Supporting the one pure hunt/fish television network – privately funded and managed by outdoors super enthusiasts – is a stabilizing big-picture commitment that goes well beyond an additional avenue for branding bird guns and outboard motors. MOOSE Media is the forward-thinking mandate that opens and supports new, better, top-level media options, separating itself and Mossy Oak from most every other outdoors company adding remarkable value for all independent producers, all knowledgeable manufacturers and the dynamic demographic that they serve.

MOOSE Media is quickly one of the largest and most well-resourced outdoors television agencies in America, exclusively representing all manner of endemic time-buy investment for a Pursuit Channel 40 million Universe Estimate that's exclusively driven by basic-tier distribution on DIRECTV and DISH Network. In bullet form, here are a few more notable accomplishments of MOOSE Media:

- Record-breaking advertising sales for a variety of top-rated independent series, including the long-famous features of Mossy Oak Productions
- Creator and operator of Outdoor News Express (ONX), the industry's first and only source of traditional broadcast television news
- Utilizing owned assets and in-house creative, MOOSE Media develops and produces – both independently and through proprietary partnerships – award-winning television series for many of the most recognized endemic and non-endemic businesses in the country
- Oversight and implementation of the full Pursuit Channel marketing pallet; from network interstitials to trade show planning and execution; from press releases to lead collateral, MOOSE Media is an ultimate multi-function partner

With guidance from the very top of Mossy Oak's corporate structure, the MOOSE Media team is led by the outdoors expertise of Dennis Presley, Tack Robinson, Neil Sanders, Greg Tinsley and Angela Ellis. Additional support from Mossy Oak's revered television production, marketing, information technology and licensing teams ensure rewarding, one-of-a-kind experiences for the clients and the audiences of MOOSE Media and the Pursuit Channel.



**DENNIS PRESLEY**  
Vice President  
MOOSE Media



## Pursuit Channel: It's a Way of Life



More than 120 million people across one-third of America's 114 million television-home Universe may now watch the Pursuit Channel at their leisure 24/7/365, making Pursuit the most widely accessible specialty network of hunting and fishing programming on earth.

The answer to "How many people watch Pursuit Channel?" achieved new clarity in Q4 2011 as the network became just the second outdoors programming specialist in history to enlist third-party audit, tapping respected international television analyst Kantar Media to monitor the channel's viewer usage. At press time, the first complete run of Kantar Media analytics (September 2011) was the certification

source in the announcement that the average Pursuit Channel show, featuring three airings per week, was delivering 466,740 industry-standard household impressions per month; and 513,415 total households each night during primetime (7P-11P) across the company's entire carriage of DIRECTV basic, DISH Network basic and cable.

Pursuit Channel is a privately held company managed by professional outdoors super enthusiasts. Pursuit Channel is focused completely on outdoors television, the medium well recognized as the most efficient and influential promoter of hunting, fishing and shooting in America.

Entering its fourth year, Pursuit Channel's immense value to America's outdoors community remained underutilized, if not unappreciated, by many endemic marketers who lack the mission-critical, long-term vision of a Pursuit Channel-size endeavor. But along with an expanding list of high-quality television producers, confident marketers and the likes of MOOSE Media, Pursuit Channel looks to counter those challenges by continuing to improve its programming, growing its industry leading distribution position and offering the lowest, audited CPMs in the outdoors television marketplace.

**For more information, contact MOOSE Media at 662.492.4000.**

**TACK ROBINSON**  
Account Executive  
Producer Relations



**GREG TINSLEY**  
Account Executive  
Productions and Content



**NEIL SANDERS**  
Account Manager



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 millions through our pattern-specific and brand advertising from print to TV to social media.

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?



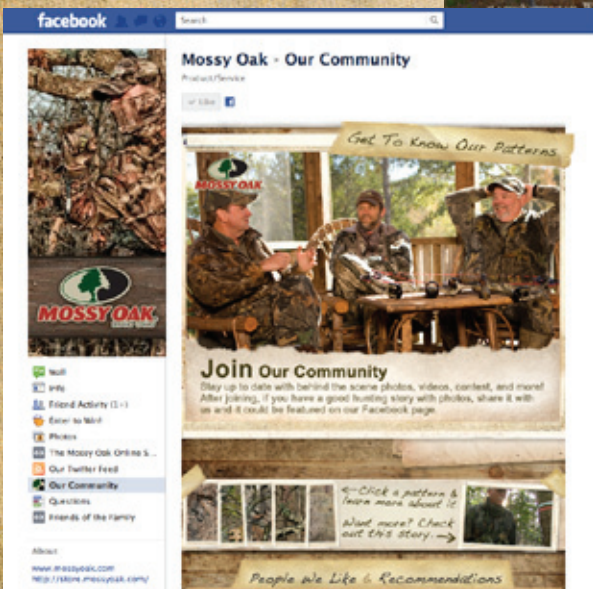
**BEN MAKI**  
Sr. Vice President,  
Chief Marketing  
Officer



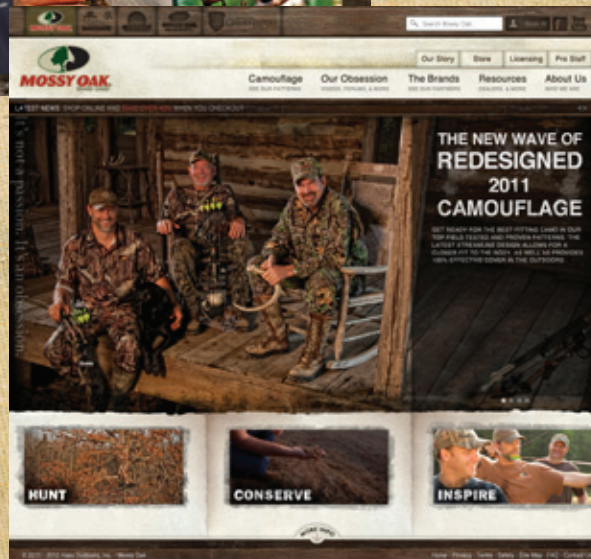
*Pattern Advertising: Designing effective camouflage patterns is what we do. As we continue to develop breakthrough patterns, we'll continue to support those patterns through pursuit-specific effectiveness advertising with strategic print placement in a variety of first-rate outdoor publications and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



*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.*



Mossy Oak has launched aggressive social media efforts targeting a Facebook fan base of over 100,000 and growing, which generated nearly 22 million views in a 6-month period in 2011.



MossyOak.com currently generates about 63 million hits per year. We have begun the process of a total site redesign with a focus on the Mossy Oak Brand and camo patterns, Haas Outdoors companies, licensees and partners, Mossy Oak Productions and integration with new media.

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), Ducks Unlimited (DU), Quality Deer Management Association (QDMA), Rocky Mountain Elk Foundation (RMEF), Safari Club International (SCI), National Rifle Association (NRA), Boone and Crockett, Texas Trophy Hunters Association (TTHA), The Catch-A-Dream Foundation, National Shooting Sports Foundation (NSSF), National Archery in Schools Program (NASP) 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.



**DUSTIN WHITACRE**  
Media Communications  
Manager



**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

#### Regional ProStaff Managers

##### **Jason Patterson**

*jpatterson@mossyoakprostaff.com*  
Mississippi Flyway

##### **Mike Miller**

*mmiller@mossyoakprostaff.com*  
Mountain Flyway

##### **Mario Friendly**

*mfriendly@mossyoakprostaff.com*  
Pacific Flyway

##### **Cory Dukehart**

*cdukehart@mossyoakprostaff.com*  
Atlantic Flyway

### BIG GAME

#### Regional ProStaff Managers

##### **Parrey Cremeans**

*pcremeans@mossyoakprostaff.com*  
California, Oregon,  
Washington, Idaho & Nevada

##### **Karl Badger**

*kbadger@mossyoakprostaff.com*  
Utah, Arizona, Colorado,  
New Mexico, Kansas,  
Oklahoma & Texas

##### **Jim Brennan**

*jbrennan@mossyoakprostaff.com*  
Montana, Wyoming, North  
Dakota, South Dakota &  
Nebraska

### TURKEY

#### Regional ProStaff Managers

##### **Tracy Groves**

*tgroves@mossyoakprostaff.com*  
Pennsylvania, New York, New  
Jersey, Maryland & Delaware

##### **Patrick Hall**

*phall@mossyoakprostaff.com*  
Kentucky, Tennessee, Alabama  
& Mississippi

##### **Mike Cockerham**

*mcockerham@mossyoakprostaff.com*  
Georgia, North Carolina &  
South Carolina

##### **Josey White**

*jwhite@mossyoakprostaff.com*  
Texas, Oklahoma, Arkansas &  
Louisiana

##### **Perry Peterson**

*ppeterson@mossyoakprostaff.com*  
Iowa, Nebraska, Kansas &  
Missouri

##### **Darrin Campbell**

*dcampbell@mossyoakprostaff.com*  
Ohio, Virginia, West Virginia  
& Indiana

### PREDATOR

#### Regional ProStaff Managers

##### **Steve Reinhold**

*sreinhold@mossyoakprostaff.com*  
East of MS River

##### **Daryl Sena**

*dsena@mossyoakprostaff.com*  
West of MS River

### TURKEY/WHITETAIL

#### Regional ProStaff Managers

##### **Kevin Faver**

*kfaver@mossyoakprostaff.com*  
Florida

##### **Mike Leslie**

*mleslie@mossyoakprostaff.com*  
New England

##### **Greg Miller**

*gmiller@mossyoakprostaff.com*  
Michigan

### WHITETAIL

#### Regional ProStaff Managers

##### **Parrish Elliott**

*pelliot@mossyoakprostaff.com*  
Tennessee, Georgia, Alabama,  
Mississippi, Arkansas &  
Louisiana

##### **Mike Monteleone**

*mmonteleone@mossyoakprostaff.com*  
Pennsylvania, New York,  
Maryland, New Jersey &  
Delaware

##### **Mark Davis**

*mdavis@mossyoakprostaff.com*  
Texas, Oklahoma, Arkansas &  
Louisiana

##### **Dave Parrott**

*dparrott@mossyoakprostaff.com*  
Ohio, Indiana & Kentucky

##### **Dan Gritzner**

*dgritzner@mossyoakprostaff.com*  
Iowa, Minnesota & Wisconsin

##### **Bucky Hauser**

*bhauser@mossyoakprostaff.com*  
West Virginia, Virginia, North  
Carolina & South Carolina

##### **Mike Magrew**

*mmagrew@mossyoakprostaff.com*  
Illinois, Missouri & Kansas

## Mossy Oak® Retail



1251 Hwy 45-A South  
West Point, MS 39773  
662-494-9092

1639 S McKenzie • Foley, AL 36536  
251-970-2266

1-888-MossyOak

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 on-line at [www.mossyoak.com/store](http://www.mossyoak.com/store).

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...



**BOB TURNER**  
Director of Retail



**CAREY SIZEMORE**  
General  
Merchandising  
Manager



### 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.



Mossy Oak® 3D Fluid Graphics



**STEVE CULHANE**  
Director of Textile  
Management

**PAT EPLING**  
General Manager  
3D Fluid Graphics



**LARRY MOORE**  
Director of Research  
and Development



**CHRIS HAWLEY**  
CEO and President  
of Mossy Oak  
Properties



**LANNIE WALLACE**  
Executive Vice  
President of  
Mossy Oak  
Properties



**MOSSY OAK®**  
**PROPERTIES**

America's Land Specialist

Looking for Land?

At Mossy Oak, after God and family, it's all about the dirt. Land is the most important part of our economy, our country, our world and our lives. It is the bedrock of society and, indeed, of Mossy Oak.

Mossy Oak started with a fistful of dirt, limbs, and leaves and created a revolution in the outdoor industry, resulting in one of the world's most recognized and trusted outdoor brands. This bond with the land and resources inspired us to launch Mossy Oak Properties, a network of the most qualified land brokers in America, operating under one of the most powerful outdoor brands in the world.

With over 60 offices and network members in 18 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](http://www.mossyoakproperties.com) or call 1.866.667.2289.



Most real estate offices depend on multiple listing services to help define property values.

*At Mossy Oak Properties, we prefer a fistful of dirt.*



**MOSSY OAK<sup>®</sup>**  
**PROPERTIES**  
America's Land Specialist

Each Mossy Oak Properties' Office is independently owned and operated.  
For Mossy Oak Properties franchising information please call 1-866-667-2289.

[www.mossoakproperties.com](http://www.mossoakproperties.com)

Offices at most real estate firms have polished tables and high back chairs...not at Mossy Oak Properties<sup>®</sup>.

As America's Land Specialist we enjoy helping folks get closer to nature. Our appreciation for the land is what defines us, guides us and makes us the most qualified source to help you find a place of your own. So, go ahead and stop in for an office visit; we'll be glad to show you around.

Log on to [www.mossoakproperties.com](http://www.mossoakproperties.com) or call 1-866-667-2289 to find a Certified Land Specialist near you.

Mossy Oak Properties 2011©



HAND SELECTED. HAND GROWN.  
PLANTS FOR WILDLIFE.

Just as our founder's passion for hunting spawned the creation of Mossy Oak Brand Camo, his passion for resources and the management thereof has sprouted another branch of the Mossy Oak

Enterprise, Mossy Oak Nativ Nurseries.

For years, one of Toxey's favorite hobbies has been collecting special seed and hand growing many plants and trees in his back yard. It became his obsession to discover rare species and naturally-occurring hybrid varieties never before offered to the public. He discovered a huge void in the offering and education to outdoors people.

As Mossy Oak grew, a larger source was needed for plants and trees - one that carried the many wildlife varieties not readily available. Not only did we need a source for these "naturally beneficial" plants and trees, but we wanted a source that would provide us with genetically-advanced varieties from superior parent trees - varieties that had preferred characteristics like taste, vigorous growth, health and early abundant mast production - characteristics wildlife and outdoor enthusiasts prefer.

All plants have a place and a purpose. The key is understanding what each will do and how they can ultimately complement each other for the betterment of the resource. And that is the goal of Mossy Oak Nativ Nurseries – to not only provide hand-selected, hand-grown plants for wildlife, but to provide information on how to grow and manage these plants for the ultimate benefit.

Mossy Oak Nativ Nurseries is dedicated to providing the most naturally-beneficial plants to landowners and land managers. Whether it's White Oaks or Crabapples for whitetails, American Beautyberry for songbirds, native flowers for butterflies or hummingbirds, landscaping for the cabin, or our incredible collection of rare Oak hybrids, it's all about taking care of things for the future and benefiting nature.

We are picky. Our plant species are hand selected from superior trees that exhibit the traits we desire. Each are hand grown and cared for with special attention to be sure each species is getting the ideal care it deserves. Don't get us wrong, Mother Nature does a great job. We are just obsessed with helping bring you the ABSOLUTE BEST she has to offer.

Visit [www.nativnurseries.com](http://www.nativnurseries.com) for more information.



Nativ Nurseries Team

They often say, "Every mighty oak started out as a nut that stood its ground."  
At Mossy Oak Nativ Nurseries we know exactly what they mean.



**HAND SELECTED. HAND GROWN. PLANTS FOR WILDLIFE.**

At Nativ Nurseries our passion for creating the ideal wildlife habitat has led us to collect a variety of plants like no other. Each one of our plants are hand selected for superior genetics and hand grown to create a fibrous lateral root system that allows faster, healthier growth and mast production at a much younger age. We take pride in offering conservationists, hunters, and landowners the hard to find plant species required to turn a normal piece of property into a wildlife haven, and if that makes us nuts, well then, that's fine by us. For more information or to speak to one of our habitat specialists call 662.494.4326 or visit [www.nativnurseries.com](http://www.nativnurseries.com).





At BioLogic, we're dedicated to creating the world's best forage blends – food plots that attract wildlife and encourage healthy growth. Our secret? The ideal combination of seeds and science.



**BOBBY COLE**  
President of Mossy Oak BioLogic

Our researchers seek out the finest seeds and cultivars from across the globe, extensively test them in every region of the country, and create forage combinations precisely calibrated to deliver maximum yield, palatability, and herd health.

If you want to attract game from growing season through hunting season and for years to come, you want BioLogic. Accept no substitutes. The critters won't.

BioLogic offers products for deer, turkey, ducks, upland birds and fish. Regardless of your region, acreage or resources, we have a product for you. Check out a sampling of our products below. For the full line, visit [www.plantbiologic.com](http://www.plantbiologic.com).

SPRING PLANTINGS

### BioMaxx



A specialized mix of corn and soybean seed that work together to ensure a vigorous and attractive crop. The seeds are Roundup Ready®, so you can spray Roundup® or BioMaxx Herbicide to kill weeds while maintaining maximum growth, health, yield and taste.



### LabLab

LabLab is a vigorous, disease-resistant, legume formulated for outstanding performance from spring well into autumn. Deer are strongly attracted to LabLab's large, succulent leaves, an excellent source of protein & phosphorus for antler growth and development.



### Gold Chufa

A new addition to our game management lineup – Turkey Gold Chufa is not only incredibly nutritious but wild turkeys and waterfowl have been known to scratch for hours to get at these small tubers.



### BioMass

BioMass is an affordable blend of peas, beans, sunflowers, grain sorghum and soybeans scientifically blended for nutrition and attraction. Developed to provide much-needed nutrition for your deer herd in critical warm weather months – the peak season for antler development.



### BioMass All Legume

This special blend of peas, soybeans and LabLab provides nutritious forage in spring and summer and since all the ingredients are legumes, it can be sprayed with a grass-specific herbicide to control weeds.



### Clover Plus

Genetically developed New Zealand Red and White clovers, plus extremely successful varieties of chicory, produce larger, more succulent leaves and thinner stems for optimum nutrition and palatability that deer can't resist and nature can't beat.



Outfitters Blend



SPRING & FALL

## Premium Perennial

This highly palatable perennial and annual forage blend maximizes antler growth and weight gain year after year. Drought-resistant, providing highly digestible protein and minerals, these cultivars yield a high tonnage of quality food while providing superb nutrition throughout the season.



## Maximum

When it comes to yield, attractiveness and nutritional value, Maximum is the absolute best annual forage available to hunters and land managers. This premium blend of 100% New Zealand Brassicas is the ultimate late season attractant.



## Chicory

Any deer manager who has tried chicory knows it's a dependable and impressive plot addition, especially during the hot, dry mid-summer months. Superior health and substantial antler growth are the most obvious benefits.



FALL PLANTINGS

## Trophy Oats

There may be no better attractant growing anywhere than our oats. We've carefully blended Trophy Oats to mature throughout the hunting season, keeping your plot on the minds of deer. Proven to perform everywhere from Minnesota to south Mississippi.



## Outfitter's Blend

Outfitter's Blend features a selected mix of New Zealand Triticale, Austrian winter peas, wheat, brassicas and oats for maximum attractiveness and palatability. It is formulated to establish quickly, provide ample nutrition, pull in game and keep them concentrated.



## Full Draw

This affordable blend includes A-3 brassica – the most attractive and dependable brassica we've found. Fast-germinating cultivars attract deer in the early season. Late-season brassicas provide palatable, nutritious forage throughout the regular hunting season.



## Texas Draw

The ideal blend for maximum attractiveness and optimum deer herd health in harsh, dry conditions. Austrian peas, Triticale, wheat, oats, clover and chicory will have 'em coming from miles around.



## HotSpot

Establishing a food plot off the beaten trail can be challenging at best. The solution is Hot Spot – a scientifically selected blend of winter peas and buckwheat designed to be fast-germinating, extremely attractive to deer and incredibly easy to plant in remote locations.



## Green Patch Plus

Green Patch Plus combines the proven attractiveness of transitional grains with the nutrition and attraction of genuine New Zealand brassicas and clovers. It's an economical blend that establishes quickly, providing an irresistible food plot through the end of hunting season.



## Perfect Plot

One planting of Perfect Plot will provide nutrition and attraction for four seasons. Some of the ingredients may last for several years if planted in a large plot (2 acres or more). It's the best way to deliver tonnage of quality, nutritious and attractive forage.



FERTILIZER

## pH Fertilizer

Fertile soil is vital to a productive food plot. pH FERTILIZER's carefully calculated mix of nitrogen, phosphate, phosphorous and lime is formulated to provide the vital nutrients to ensure a planting will survive and thrive, helping your deer population to do the same.



SUMMER PLANTINGS

## Guides Choice

This blend may be the most advanced waterfowl planting to ever be conceived. Scientifically-selected ingredients and ratios ensure seed production, ease of growth, palatability and durability. Guides Choice is dependable and successful.





MOSSY OAK  
**GAMEKEEPERS™**



## Our Calling -

As the Mossy Oak brand has grown from its humble beginnings in West Point, MS, it has become clear what the brand's calling is. It's not to be the leading business, to chase trophy animals, or even to be the most innovative camouflage designer. It is to help people connect with, improve and commune with God's wondrous creation we call nature. We're not alone on this. Outdoors people across the world are aspiring to become conservationists, satisfied more by creating and providing habitat for wildlife than hunting. The harvest of wildlife is and will always be a highlight, but it's more a part of the holistic process of creating habitat and taking care of things for the future.

Fact is, it's ultimately the responsibility of outdoorsmen to take care of this miracle called nature. That's what GameKeepers is all about. Helping outdoors people across the country with the true improvement of wildlife and habitat. Our quarterly magazine **GameKeepers Farming for Wildlife** and weekly television programming **The GameKeepers of Mossy Oak** are focused on delivering holistic land, wildlife, and resource management information to viewers and readers across the nation. Tune in each Wednesday on the Pursuit Channel or grab a subscription at [farmingforwildlife.com](http://farmingforwildlife.com) and start putting your new knowledge to work in the field. You'll experience more satisfaction and a deeper connection with nature than ever before.



**Public Relations**

Joedee Robinson  
phone: 662-494-8859 ext. 2234  
email: jrobinson@mossyoak.com

**Licensing**

Chris Paradise/Pat Kuba  
office: 440-543-4069 or  
440-543-4079  
email: cparadise@mossyoak.com

**Marketing**

Allison Carter  
phone: 662-494-8859 ext. 2247  
email: acarter@mossyoak.com

**Mossy Oak Productions**

Kiley Colbert  
phone: 662-494-8859 ext. 2210  
email: kcolbert@mossyoak.com

**Promotions and Sponsorships**

Dustin Whitacre  
phone: 662-494-8859 ext. 2280  
email: dwhitacre@mossyoak.com

**ProStaff**

Tim Anderson  
office: 563-922-2086  
cell: 662-275-7368  
email: tanderson@mossyoak.com

**3D Fluid Graphics**

Pat Epling/Jo Alice Miller  
phone: 662-495-9255  
Pat Epling email: pepling@mossyoak.com  
Jo Alice Miller email: jmiller@mossyoak.com

**Mossy Oak Properties**

Lannie Wallace  
phone: 662-494-4139  
email: lwallace@mossyoak.com  
<http://www.mossyoakproperties.com/>

**Nativ Nurseries**

Jesse Raley  
phone: 662-494-4326  
email: jraley@mossyoak.com  
<http://www.nativnurseries.com/>

**Biologic**

Bobby Cole  
phone: 662-495-9292  
email: bobbyc@plantbiologic.com  
<http://www.plantbiologic.com/>



