



# NEWSLETTER

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## Latest News July 2007

Welcome to Wild TV's Newsletter!

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This month we are highlighting top shows for third quarter, new gear and how to get Wild TV programming in the near future.

Last but not least more Canadian programming is on its way! We are pleased that more and more Canadian's are creating their own shows!

Here are some of my predictions; first of all get an HD TV. We receive more programming than ever now in HD. Wild TV HD is coming soon !

For those of you that don't have Wild TV – contact your local provider and demand Wild TV, send e-mails, call in and write letters. If you belong to a local hunting and/or fishing club do it together as a group!

Keep track on our website [www.wildtv.ca](http://www.wildtv.ca) downloads and streaming options – soon you will be able to watch Wild TV via the internet. Your TV will be a glorified computer monitor and you “the viewer” will control the content!

The season is just around the corner, good luck hunting and fishing. Looks like once again Canada is going to provide us with a stellar year.

Ryan Kohler  
Vice President / Carriage



# New Programming Featured for Third Quarter.

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Wild TV's new programming line for the third quarter of 2007 is on its way. For the viewers that already have been enjoying the great line up of 2nd quarter programming, the third quarter will knock your socks off!



The line up of new shows features Morrell Target's Livin' On The Wild-side... Dale Morrell of Morrell Targets has teamed up with Legendary archery trick shooter, Byron Ferguson, to bring you a new style of entertainment called, "Livin' on the Wild Side"! Watch and see this heart-pounding show unfold before your eyes! Noc It Up Team Challenge is a unique show for 2007...Hunting shows of today focus on the harvest, The Kill! After years of thought, planning and execution, Noc-it-Up Team Challenge will provide the viewing audience a vicarious hunting experience. Audiences will experience the FUN, CAMARADERIE and COMPETITION associated with hunting. Knight and Hale Television has come up with a brand new, heart pounding show called Knight and Hale's Born to Hunt. Non-Stop Hunting with Jeff Ensor and Darrell Wright brings a unique hunting show to the table...Watch for Jeff and Darrell as they travel to Texas, Oklahoma, Kansas, Wyoming, Oregon, Missouri, Illinois, Alaska, and Saskatchewan this hunting season. Explorer's Big Game Journal transports you into some of the most remote parts of the country. Hear the whine of the mosquitoes on a spring bear hunt. Feel the warm sunshine on your face as you sit in an early fall tree stand. Feel the burning leg muscles and your raspy breathing as you climb mountains after western big game. Your heart will pound with the bugling bulls of autumn. Your arms will ache from the heavy exertion of fighting the runs of Pacific steelhead and salmon.



## New Programming Featured for Third Quarter Continued...

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Our fishing line up brings some of your favourite shows back on the air, like Sport fishing on the Fly, Nice Fish, Fish TV and many more...Our new additions for 2007 include Gary Cooper's Fishing Diary... a look at locations across Canada with a past and present view on the areas, fish production and tips that worked back then...make sure you tune in! Bass Edge TV is an excellent new program that features top bass fishermen with the top lures and tips to catch the biggest fish! In Fisherman begins it's 3rd season on Wild TV with all the top fishing destinations. In-Fisherman Television has been airing for over 30 years— one of the longest-running fishing shows in history.



The program is famous for its distinctive production quality, as well as its unique program content. IFGA's Angler's Digest brings you deep sea fishing action from around the world...it will keep you on the edge of your seat, begging for more! Make sure you visit;

**<http://wildtv.ca/cms/index.php?page=programming>**

to get a complete listing of the #1 Outdoors Programming in the WORLD!

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Check local listings for air dates and times or go to [www.wildtv.ca](http://www.wildtv.ca).

If you don't get Wild TV, please visit <http://wildtv.ca/cms/index.php?page=get-wild-tv> for information on how to get WILD!

Scott Stirling - Vice President, International Program Acquisition

# Are you still getting value from a 30 sec spot?

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The debate has been raging between Networks, Agencies and Buyers for over a year and from what I see the value is still there. Not only has traditional ad spending increased the last 5 years the big players have been able to get measured sales increases as a result. And, lets face it – It's all about results! Have a look at some of these examples.



## **More Viewers Remember Your Brand If It's Followed By an Ad.**

We have all heard the debate: people-aren't-watching-commercials anymore! Product Placement is the only way to go! Wrong! More TV viewers remember product placement if it's followed by an ad.

Nielsen research suggests that product placements are more effective when used in combination with standard commercials for the same product.

### **11% boost**

According to a "Product Placement Valuation Study" released by Nielsen Media Research today, 57% of viewers recognized a brand when viewing an integration in combination with a commercial, vs. nearly 46% of those who only watched a commercial. \*1

Still think commercials are a waste of time and money? Don't think you can grow using old fashioned methods? No Way – read this:

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## **Traditional Media-Buying Practices Boost Giant's Sales**

Despite its top executives' frequent public speeches about a broken ad model, P&G remains heavily dependent on a traditional marketing model. 2005; P&G spent about \$3.5 billion on measured media in the U.S That is up about 17% from the \$3 billion it spent in 2004. Result - P&G's sales last quarter were up a healthy 7.6% to \$23 billion. Why the same old approach? Because brand managers, marketing directors and general managers get rewarded for doing what works today. And for the most part, that remains TV. \*2

When a giant can continue to pull near double digit sales increases year after year from a traditional model....can we say it doesn't work? From the research I have done I always arrive at the same common denominator; the core to an effective advertising and marketing campaign remains TV!

Helgie Eymundson - Sales Manager

\*1 – Nielsen research, 2006 study

\*2 – Ad Age Daily – March 2007

## **New Products for 2007.**

### **Spy Point - Game Cameras**

<http://www.ggtelecom.ca/EN/products.html>

It's never been easier to know exactly what's roaming your woods with the new SPYPOINT game camera. Throw the switch on that trophy's hangout. This is a 24/7 digital surveillance made amazingly simple. A series of positive toggle switches and a backlit LCD create the most user-friendly interface on the market. You know camera settings at a glance and can make changes with the flick of your finger. The built-in digital camera snaps high-resolution photos or movie clips. This new 2007 model is made with night vision LED flash that records after-dark images without revealing the camera location. No film. No noise. No complicated programming. Just sharp digital images 24/7 - tickets to your best season ever.

# SPYPOINT™



### **Extreme Dimensions - Electronic Game Calls**

<http://www.phantomcalls.com/>

Phantom calls are the leader in high quality digital-call technology. The groundbreaking design features both movement sounds and vocalizations--playing up to two sounds simultaneously and even overlapping the same sound. The Phantom Pro-Series and mini Phantom systems feature interchangeable Sound Modules and Sound Sticks. Buy just one call unit and as many Sound Modules or Sound Sticks as you need for a variety of game. The Phantom Pro-Series is available as a wired or wireless system and the wired system can be upgraded to wireless. The separate speaker for the Pro-Series system allows you to distance yourself away from the sound to ensure you remain undetected from your ground blind or treestand. The realistic sounds, adjustable volume levels and multiple sounds--including a Mute feature, create calling scenarios that are unmatched in effectiveness. The Pro-Series features 12 individual sounds and a Mute and the mini Phantom features 5 of our most effective sounds and a Mute button.



## New Products for 2007 Continued...

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### **Battenfeld Technologies (Caldwell) - Lead Sled**

<http://www.battenfeldtechnologies.com/336647.html>

The best recoil reducing rest in the shooting sports industry just got better! The original Lead Sled has taken the shooting industry by storm and revolutionized the way shooters approach shooting a firearm with heavy recoil. And now, we have improved the Lead Sled through our dual-frame design, making it even better. The Lead Sled DFT (Dual-Frame Technology) provides shooters with the industry's best recoil reduction system and the versatility to fit virtually any shotgun or rifle, all built around a precision shooting platform. Whether you are trying to shoot the very tightest possible groups with your rifle or patterning your favorite shotgun, the Lead Sled DFT provides an optimal platform for shooting without nasty recoil. • Dual frame design disperses recoil energy even better than the original Lead Sled • Dual frame alignment system adjusts 22" to fit rifles and shotguns of virtually any size • Extremely fine windage and elevation adjustments with finger tip control • Improved weight dispersion through our unique baffle and tray system • Stay in optimal shooting position by making elevation corrections using the rear elevation collar • Prevent stock shift between shots with the stock-stabilizer rear bag • Multi-surface rear foot provides correct contact on all shooting surfaces.

BJ Hendrickson - Sales Affiliate

# Battenfeld<sup>TM</sup>

Technologies, Inc.

