












AdMall®

Sporting Goods Stores

Manufacturer or Company/Product Types	Policy Type	% Paid Per Ad	Expires
 <u>3M SCIENTIFIC ANGLERS</u> SCIENTIFIC ANGLERS, SPORTSMANS VIDEO	FORMAL	100 PERCENT 3% PURCHASES CALENDAR YEAR	12/31/2008
 <u>ABSOLUTE COATINGS</u> COATINGS/SEALERS/MARINE VARNISH	FORMAL	100 PERCENT 3-5% PURCHASES PREVIOUS YEAR	11/15/2008
 <u>ALLIANT TECHSYSTEMS</u> RELOADING AMMUNITION, AMMUNITION, GUN CLEANING EQUIPMENT	FORMAL	100 PERCENT VARIES PER LEVEL CALENDAR YEAR	12/31/2008
 <u>AMERICAN SECURITY SAFES</u>	FORMAL	100 PERCENT 2% NET PURCHASES CALENDAR YEAR	
 <u>BOLLE AMERICA</u> SUNGLASSES, SKI GOGGLES	FORMAL	100 PERCENT 3% OF SALES CURRENT YEAR	12/31/2008
 <u>BROWNING ARMS COMPANY</u> FIREARMS; ARCHERY; KNIVES; BOOTS; CLOTHING; ACCESSORIES	FORMAL	100 PERCENT 2% NET PURCHASES	12/31/2008
 <u>BUCK STOP LURE CO., INC.</u> ANIMAL LURE	FORMAL	50 PERCENT \$150 FIXED	1/1/2009
 <u>BUSHNELL PERFORMANCE OPTICS</u> BINOCULARS	FORMAL	100 PERCENT 3% PURCHASES CURRENT YEAR	12/31/2008
 <u>COLUMBIA SPORTSWEAR</u> SPORTSWEAR, RAINWEAR, SKIWEAR	FORMAL	100 PERCENT 2% SHIPMENTS CALENDAR YEAR	12/31/2008
 <u>CROSMAN AIRGUNS</u> AIRGUNS, AMMUNITION, ACCESSORIES, RANGE FINDERS, BINOCULARS	FORMAL	100 PERCENT % NET PURCHASES CALENDAR YEAR	12/31/2008
 <u>DAISY MANUFACTURING CO.</u>	FORMAL	100 PERCENT 2-3% PURCHASES CALENDAR YEAR	

	<u>DAKA CORP.</u> WOODBURNING STOVES- PORTABLE DOCKS.	FORMAL	100 PERCENT 2.5% PURCHASES CALENDAR YEAR	12/31/2008
	<u>FIBRE GLASS-EVERCOAT</u> AUTO, BOAT REPAIR PRODUCTS SUCH AS PUDDY	FORMAL	100 PERCENT 1% PURCHASES PREVIOUS YEAR	12/31/2008
	<u>FIOCCHI OF AMERICA INC.</u> AMMUNITION	FORMAL	100 PERCENT 2% NET PURCHASES	10/31/2008
	<u>GAME FACE PAINTBALL</u>	FORMAL	100 PERCENT 2% NET PURCHASES CALENDAR YEAR FIXED	
	<u>HODGDON POWDER COMPANY</u>	FORMAL	100 PERCENT MAX. \$200 FIXED	11/15/2008
	<u>JANSPORT</u> EQUIPMENT, MOUNTAIN GEAR, BACKPACKS, APPAREL	FORMAL	100 PERCENT 1% PURCHASES CALENDAR YEAR	12/31/2008
	<u>JANSPORT - COLLEGIATE LICENSED APPAREL</u> COLLEGIATE LICENSED APPAREL	FORMAL	100 PERCENT 1% PURCHASES CALENDAR YEAR	12/31/2008
	<u>JOCKEY INTERNATIONAL</u> SPORTSWEAR, UNDERWEAR	FORMAL	100 PERCENT CONTACT REP. CALENDAR YEAR	12/31/2008
	<u>K-SWISS</u> ATHLETIC FOOTWEAR	FORMAL	100 PERCENT 1% PURCHASES CALENDAR YEAR	12/31/2008
	<u>KAI CUTLERY U.S.A., LTD.</u> CUTLERY, STEAK KNIVES, POCKET KNIVES, SPORTING KNIVES	FORMAL	100 PERCENT 3% PURCHASES PREVIOUS YEAR	12/31/2008
	<u>LAMIGLAS, INC.</u> FISHING RODS, REELS, HANDLE KITS	FORMAL	100 PERCENT 3% PURCHASES CALENDAR YEAR	12/31/2008
	<u>LOWRANCE ELECTRONICS INC.</u> ELECTRONIC FISH LOCATORS	FORMAL	100 PERCENT 3% NET PURCHASES CURRENT YEAR	9/30/2008
	<u>MAG INSTRUMENTS, INC.</u> MAG-LITE FLASHLIGHTS	FORMAL	100 PERCENT 4% NET PURCHASES FISCAL YEAR	9/30/2008
	<u>NIKE FOOTWEAR</u> ATHLETIC SHOES - SEPARATE FUND FROM NIKE APPAREL	FORMAL	100 PERCENT 0.25% SHIPMENTS PER SEASON	12/31/2008
	<u>PENN FISHING TACKLE</u> FISHING RODS/REELS/DOWNRIGGERS	FORMAL	100 PERCENT 3% NET PURCHASES	12/31/2008
	<u>PLANO MOLDING COMPANY</u> PLASTIC TACKLE BOXES, TOOL KITS	FORMAL	50 PERCENT CONTACT SALES REP. CALENDAR YEAR UNLIMITED	12/31/2008
	<u>PULSAR WATCHES</u> WATCHES	FORMAL	100 PERCENT 6% SHIPMENTS CALENDAR YEAR	12/31/2008
	<u>REMINGTON ARMS CO.</u> FIREARMS, AMMUNITION	FORMAL	100 PERCENT 2% PURCHASES CURRENT YEAR	12/31/2008
	<u>ROLLERBLADE, INC.</u> ROLLER SKATES, IN-LINE SKATES	FORMAL	100 PERCENT CONTACT REP. CALENDAR YEAR	12/31/2008

	<u>SAFILO USA</u> DESIGNER FRAMES	FORMAL	100 PERCENT 5% PURCHASES CALENDAR YEAR	12/31/2008
	<u>SCOTTY USA</u>	FORMAL	100 PERCENT PURCHASES CALENDAR YEAR	12/31/2008
	<u>SHAKESPEARE CO.</u> RODS, REELS, FISHING KITS AND COMBOS, MONFILAMENT	FORMAL	100 PERCENT 3% NET SHIPMENTS FISCAL YEAR	
	<u>SHIMANO AMERICAN CORP.</u> FISHING RODS, REELS, TACKLE	FORMAL	100 PERCENT 5% NET PURCHASES	11/30/2008
	<u>STORM LURES</u> FISHING LURES, TACKLE	FORMAL	100 PERCENT 2% NET INVOICE CALENDAR YEAR	12/31/2008
	<u>SWIFT INSTRUMENTS, INC.</u> BINOCULARS, TELESCOPES, MAGNIFYING GLASSES, WEATHER DEVIC	FORMAL	100 PERCENT 4% PURCHASES CALENDAR YEAR	12/31/2008
	<u>TASCO</u> BINOCULARS, MAGNIFIERS, TELESCOPES, MICROSCOPES, SCOPES	FORMAL	100 PERCENT 3% NET PURCHASES CALENDAR YEAR FIXED	12/31/2008
	<u>TEMPRESS, INC.</u> FISHING PRODUCTS	FORMAL	100 PERCENT 5% PURCHASES	8/31/2008
	<u>THE NORTH FACE</u> BACKPACKS, TENTS, SLEEPING BAGS	FORMAL	100 PERCENT 2% NET SHIPMENTS CALENDAR YEAR	12/31/2008
	<u>TURTLE WAX</u> ALL TURTLE WAX PRODUCTS (EXCEPT MINUTE DE-ICER)	FORMAL	100 PERCENT 5% PURCHASES CURRENT YEAR	12/31/2008
	<u>WEATHERBY, INC.</u> SHOTGUNS & RIFLES	FORMAL	100 PERCENT 3% PURCHASES CURRENT YEAR	12/31/2008
	<u>WINCHESTER FIREARMS</u> RIFLES AND SHOTGUNS	FORMAL	100 PERCENT 2% PURCHASES CALENDAR YEAR	12/31/2008
	<u>WRIGHT & MCGILL CO.</u> FISHING RODS, REELS, HOOKS, FLOATS & ACCESSORIES	FORMAL	100 PERCENT 1-5% SHIPPED FISCAL YEAR	12/31/2008
	<u>YAMIKA BAIT COMPANY</u>	FORMAL	100 PERCENT 5% PURCHASES PREVIOUS YEAR	
	<u>ZEBCO/MOTORGUIDE</u> FISHING REELS	FORMAL	100 PERCENT 2% NET SALES PREVIOUS YEAR	12/31/2008
	Local Spot/Broadcast TV Advertising Eligible for Co-op Funding			Media Product Requires Prior Approval from Vendor/Manufacturer