



Careco Multimedia, Inc. has a rich history of creating highly successful televised marketing programs for a diverse group of clients ranging from small start-up companies to some of the largest names in the outdoor sporting industry. We provide dynamic outdoor programming to ESPN2, Versus, and FOX Sports, along with other national and regional networks.

Our specialties include video production, multi-platform advertising, airtime acquisition, event promotions and industry specific marketing.

Careco Multimedia, Inc. owns and produces one of the best lineups of instructional outdoor television programming on air today, including *Americana Outdoors*, *Fisherman's Handbook*, *Yamaha Whitetail Diaries*, *Chronicles of the Hunt*, *Hunter's Handbook*, *Fishing Texas*, *Collegiate Bass Fishing Championship*, and *Hunting Texas*.

Careco Multimedia, Inc. also provides support services such as editing, production and field acquisition for numerous events and television series. No other multimedia company provides such a wide range of programming, networks, and in-show content to bolster success for its media partners.

Whatever your needs may be, our highly skilled and professional staff are ready to assist you. For more information, please visit www.carecotv.com.

AMERICANA outdoors

About our property....

Americana Outdoors has long been known as the show to watch. Recently recognized as one of the most watched outdoor programs featured on the Versus Network, *Americana Outdoors* is a diverse televised program of that showcases fishing and hunting throughout North America and beyond. Each week you'll see everything outdoors from Championship fishing events to big game hunting. By utilizing a one of a kind pro staff featuring industry leaders, top touring pros, captains, guides and outfitters, viewers are educated about the best destinations and techniques.

Viewers who enjoy diverse outdoor programming, look forward to every episode of *Americana Outdoors* which delivers 247,400 households per week and 628,650 viewers on average.



VERSUS™

Check us out –

Sundays @ 1:00p.m.
Mondays @ 4:30p.m.





Media research...

Numbers stated below represent samplings from recent ratings gathered in 1st and 2nd quarters of 2009, based on Nielsen Media Research for *Americana Outdoors*.

Delivery Highlights

Week of Jan 26	345,000TVHH
Week of Jan 26	876,300 Viewers
Week of Feb 16	300,000TVHH
Week of Feb 16	762,000 Viewers
Week of Mar 19	285,000 TVHH
Week of Mar 19	723,900 Viewers

1st Quarter Viewer Demographic & Market Samplings

Market Sampling Rating Highlights

1/3/08	Portland	.50
1/17/08	Detroit	.51
1/22/08	Tampa	.40
2/2/08	San Antonio	.57
2/2/08	Pittsburgh	.94
2/28/08	Tampa	.82



VERSUSTM

Average Weekly Delivery

Total TVHH	247,500
Total Viewers	628,650

Note: 3rd and 4th quarter ratings are typically as much as 10% higher yearly.



About our property....

Each week, *Yamaha's Whitetail Diaries* brings viewers the best whitetail deer hunting stories from across the nation. These stories highlight North America's most sought after game animal – the whitetail deer. Every episode includes a fast paced mix of product features, stories, awesome hunts, and valuable insight about hunting the whitetail deer.

This series incorporates product features, best story telling, how to insight, and safety messages while using a mix of talent to ensure quality programming. *Yamaha's Whitetail Diaries* has delivered ratings as high as 382,500 TVHH per week for a total viewership average of 803,250 on three airings per week – all delivered in HD.



VERSUSTM

Check us out –

Saturdays @ 9:00a.m.

Mondays @ 7:30a.m.

Wednesdays @ 7:00a.m.





Media research...

Numbers stated below represent samplings from recent ratings gathered in 1st and 2nd quarters of 2009, based on Nielsen Media Research for *Whitetail Diaries*.

2008 Delivery Highlights

Total Weekly Delivery 382,500 TVHH
Total Viewers 803,250

February 27th Sunday 9:00AM – 202,500TVHH
February 26th Thursday 7:30am – 82,500TVHH
February 26th Thursday 1:30pm – 97,500TVHH

Average weekly delivery

327,500 TVHH
August 1 to December 31

2008 Delivery Highlights

Total Weekly Delivery 347,500 TVHH
Total Viewers 729,750

March 15th Sunday 9:00AM – 167,500TVHH
March 17th Thursday 7:30AM – 75,000TVHH
March 17th Thursday 1:30pm – 105,000TVHH



VERSUSTM



About our property....

Chronicles of the Hunt is a fast-paced outdoor program that provides tips for viewers and incorporates product usage from destinations around the world. It delivers entertainment with educational messages about conservation and safety. Every episode features a mix of North American big game hunts, upland game birds, and African safaris. This show covers all the bases when it comes to hunting throughout the world.

All shows are shot in various forms of HD and *Chronicles of the Hunt* delivers, 192,000 television households and 487,680 viewers on average every week. In addition to airing on ESPN, all show content is streamed on-line at www.carecotv.com on the *Chronicles of the Hunt* show page, including commercials and billboards.

ESPN 2

Check us out –

Sundays @ 7:00a.m.





Media research...

Numbers stated below represent samplings from ratings gathered in 3rd and 4th quarters of 2008, based on Nielsen Media Research for the current proposed airtime.

2008 Viewer Demographic & Market Samplings

Market Sampling Rating Highlights

10/18/08	St. Louis	.53
11/15/08	Kansas City	.82
11/29/08	Orlando	1.58
12/13/08	San Antonio	.86
12/27/08	Cleveland	.53

2008 Delivery Highlights

11/22/08	307,200TVHH 780,288 Viewers
12/20/08	278,400TVHH 707,135 Viewers

2008 Average Delivery

192,000TVHH
487,680 Viewers

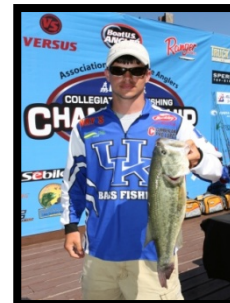


About our property....

Collegiate bass fishing is one of the hottest sporting events in the nation. Led by the efforts of the Association of Collegiate Anglers, there are now well over 150 colleges and universities throughout the nation that have recognized fishing clubs and the number continues to grow at an incredible pace.

This is a unique opportunity to benefit from the fastest growing and largest competitive collegiate fishing series in the world. Sponsors benefit from over 15 hours of dedicated television coverage on Versus, internet exposure through www.CollegiateBassChampionship.com, on-site branding at events nationwide, promotion of contingency and discount purchasing programs as well as scholarship awards for collegiate anglers.

The 2010 BoatU.S. Collegiate Bass Fishing Championship will return to Lake Lewisville the week of May 24-28 and the new Collegiate Bass Fishing Open event will be held on Kentucky Lake in Paris, Tennessee on June 22-26. These major events, combined with several regional tournaments held in Texas, Arkansas and Alabama will provide more opportunities and exposure for collegiate anglers and sponsors then ever before.



Check us out –

Tuesdays @ 10:30a.m.
Saturdays @ 12:30p.m.





Media research....

Numbers stated below represent Nielsen Media Research *projected ratings* for the 2009 BoatU.S. Collegiate Bass Fishing Championship television series timeslot for 3rd quarter of 2009.

Delivery Highlights

Projected TVHH	217,500
Projected Viewers	552,450

Combined Average Weekly Delivery

Projected Total Households	285,000
Projected Total Viewers	723,900

2009 Viewer Demographic & Market Projections

Cumulative ½ hour delivery Highlights

1/3	Columbus	.46
1/24	Portland	1.18
2/7	Atlanta	.60
2/14	Indianapolis	.65
2/28	Tampa	.83
3/14	Atlanta	.73



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Sponsorship Opportunities....

- Title Sponsor for 2010 & 2011 Collegiate Bass Fishing Open
- Presenting sponsorship for 2010 & 2011 BoatU.S. Collegiate Bass Fishing Championship
- Presenting sponsorship for all 2010 & 2011 ACA sanctioned regional events
- Contingency awards and scholarship programs
- Commercial insertions within television series on Versus
- Billboards and “brought to you by” segments
- [In-Show Vignettes](#) featuring products and services
- Interactive link & bads on www.collegiatebasschampionship.com
- All in-show content and features streamed online 24/7/365
- E-mail blasts to college contacts for direct and follow-up marketing programs
- Press releases/website stories about products, services & contingency promotions
- Logo included on backdrop banner - Banners displayed on-site at events - Display space during registration at events



About our property....

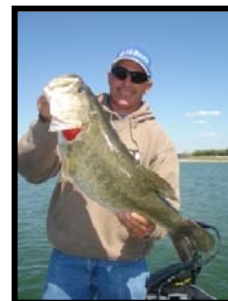
As part of the legendary Handbook television series, *Fisherman's Handbook* continues the tradition of showcasing educational fishing tips. Hosted by veteran outdoors personality Wade Middleton, each episode is produced to benefit beginning anglers as well as seasoned pros. Each week, viewers are treated to instructional tips from top pros, guides and industry professionals while showcasing the best destinations, events and fisheries.

This half-hour program has one of the largest televised audiences of any fishing program on the air today; ensuring that the products and services provided by promotional partners reach the most viewers possible every time it airs. *Fisherman's Handbook* delivers an average of 331,800 TVHH per week for a total viewership average of 842,772.



Check us out –

Sundays @ 10:00a.m.
Thursdays @ 4:30p.m.





Media research...

Numbers stated below represent samplings from the 1st and 2nd quarters of 2009 based on Nielsen Media Research for *Fisherman's Handbook*.

Average Weekly Delivery

Total TVHH	331,800
Total Viewers	842,772

Delivery Highlights

April 12, 2009	252,000TVHH
April 15, 2009	148,000TVHH
Total Households for week	400,200
Total viewers for week	1,016,508

2009 Viewer Demographic & Market Samplings

Cumulative ½ hour delivery Highlights

2/8/09	Milwaukee	1.04
3/8/09	Minneapolis	1.26
5/24/09	Cleveland	1.46

Demographic Highlights

2/8/09	Atlanta	M25-49	.72
4/26/09	Minneapolis	M25-49	.69
5/24/09	Cleveland	M21-34	.73



Texas-Oklahoma Shootout

About our property....

With the Texas pro team leading the series 3 to 1, the 2009 event promises to be another hard fought grudge match for dominance and bragging rights. National television exposure of the event will be provided through features within *Fisherman's Handbook* and *Americana Outdoors*. This event features some of the biggest names in professional bass fishing such as Kelly Jordon, Clark Wendlandt, Todd Faircloth, Tommy Biffle, Jeff Kriet and many others.



This made for television event is an excellent way to showcase your products and associate them with top pros.

