



Sportsman Channel and DISH Network Collaborate To Support Gulf Region Recovery Efforts

Sportsman SD and HD Now Available as A la Carte Option; New Subscriber Proceeds To Support Gulf Coast Fund & Coastal Conservation Association

New Berlin, Wis. (August 31, 2010) – Sportsman Channel, the leader in outdoor TV for the American Sportsman, today announced the network is available in both SD and HD as an a la carte option on DISH Network Ch. 395. In an effort to raise awareness and funds for Gulf regions working to recover from the recent oil spill disaster, Sportsman Channel will funnel this year's proceeds from the a la carte pricing to a special "Sportsman's Fund" created with the Coastal Conservation Association (CCA) to benefit Gulf coast habitat restoration and research. CCA is one of the largest non-profit marine conservation groups in America.

To help support and bring awareness to these efforts, DISH Network is offering a free preview of Sportsman Channel Sept. 3 – 28. Additionally, Sportsman Channel and its parent company, InterMedia Outdoors, are utilizing all print, on-air and digital assets to further promote the cause.

Outdoor enthusiasts can subscribe to Sportsman Channel a la carte by visiting www.dish.com or calling (800) 894-9131. Sportsman Channel and Sportsman HD launched in DISH Network's America's Top 250 package in February 2010.

"Because we're donating our monthly fee to CCA, every new Sportsman Channel SD and HD a la carte subscriber on DISH Network is helping Gulf region sportsmen, families and wildlife," said Sportsman CEO Gavin Harvey. "We are proud to join DISH Network and CCA in this drive to raise money and also to raise awareness that Gulf communities still need our support."

CCA has worked closely with government and regulatory agencies since the beginning of the Gulf oil disaster to ensure the Gulf's habitats, fishing industries, marine life and resources are adequately represented and supported. CCA's history and experience in marine habitat restoration and coastal conservation will continue to be a vital component in the recovery and restoration of Gulf marine resources.

"We are thankful to have this unique partnership with Sportsman Channel and DISH Network that helps to raise awareness and vital funds to restore the Gulf of Mexico," said Pat Murray, CCA president. "There are some very positive programs and signs of progress occurring throughout the Gulf, but there is still much to do. This generous program will be an important part of restoring and enhancing the Gulf's fragile habitats."

SPORTSMAN CHANNEL: Launched in 2003, Sportsman Channel is the only television and digital media company fully devoted to the more than 82 million sportsmen in the United States, delivering entertaining and educational programming focused exclusively on hunting, shooting and fishing activities. Sportsman

Channel is now available in HD, check with your local cable or satellite provider. Acquired by InterMedia Outdoors Holdings in 2006, Sportsman Channel reaches 27 million U.S. television households and is a part of the nation's largest multimedia company targeted exclusively to serving the information and entertainment needs of outdoors enthusiasts. Visit www.thesportsmanchannel.com, follow on Twitter, @SPORTSMANchnl (www.twitter.com/SPORTSMANchnl), become a Fan on Facebook, www.facebook.com/sportsmanchannel and download Sportsman App at www.itunes.com/appstore

ABOUT CCA: Coastal Conservation Association (CCA) is the largest marine resource conservation group of its kind in the nation. With almost 100,000 members in 17 state chapters, CCA has been active in state, national and international fisheries management issues since 1977. CCA's strength is drawn from the tens of thousands of recreational saltwater anglers who make up its membership. From South Texas to the Puget Sound to the upper reaches of Maine, CCA's grassroots influence is felt through state capitols, U.S. Congress and, most importantly, in the conservation and restoration of our coastal marine resources. Visit www.JoinCCA.org for more information.

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