



Mossy Oak, Ducks Unlimited and Outdoor Sportsman Group Announce Unprecedented Partnership

New Deal Showcases Leading Outdoor Lifestyle Companies

DENVER (June 24, 2021) – Outdoor Sportsman Group, the world’s leading outdoor industry multimedia company, has teamed up with longstanding apparel and outdoor lifestyle brand, **Mossy Oak**, as well as **Ducks Unlimited**, the pre-eminent leader in waterfowl and wetlands conservation, to develop a business partnership unmatched in the outdoor media industry. The announcement was made today by **Outdoor Sportsman Group Executive Vice President, Advertising Sales Jason Brist**.

To start, Mossy Oak returns to OSG Networks’ **Outdoor Channel** to headline the Tuesday night programming block – “Mossy Oak Moments” Tuesday Nights – premiering **Tuesday, June 29 at 7 p.m. ET**. Along with the television programming, Mossy Oak will engage with OSG’s multimedia platforms to promote the outdoors. Ducks Unlimited TV will air on **Sportsman Channel** in its popular Saturday Wingshooting block “Landing Zone presented by Ducks Unlimited.” DU TV leads off the three-hour block at **2 p.m. ET** beginning on **July 3**.

“The partnership with Mossy Oak and Ducks Unlimited reunites two keystone brands with the pre-eminent multimedia company in the outdoor industry. We come together as leaders in apparel, conservation and media to reach an audience that is unmatched in its dedication to the outdoor lifestyle. This relationship allows our partners to grow their brands by reaching the largest, most-targeted enthusiasts in the outdoor space while providing OSG top quality content for its platforms. Together we are stronger,” **Outdoor Sportsman Group Director of Programming Sales Monte Daniels** said.

The following programming will begin in Q3:

- **Mossy Oak Moments Tuesday Night** – begins Tuesday, June 29 at 7 p.m. ET on Outdoor Channel
- **Ducks Unlimited TV** – begins Saturday, July 3 at 2 p.m. ET on Sportsman Channel

About Outdoor Sportsman Group: Outdoor Sportsman Group is comprised of the world’s foremost media and entertainment brands for outdoor adventure enthusiasts. It includes three leading multichannel networks: Outdoor Channel, Sportsman Channel and World Fishing Network, as well as Sportsman Channel Canada and MOTV, the world’s leading subscription-based video-on-demand outdoor television content platform. The Group also consists of a number of established publishing assets: 16 outdoor magazines including *Guns & Ammo*, *Game & Fish*, *Petersen’s HUNTING*, *In-Fisherman* and 20 top websites, including OutdoorChannelPlus.com. Additionally, Outdoor Sportsman Group includes television production operations, Winnercomm. For more information, visit www.outdoorsg.com. #MyOutdoorTV

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