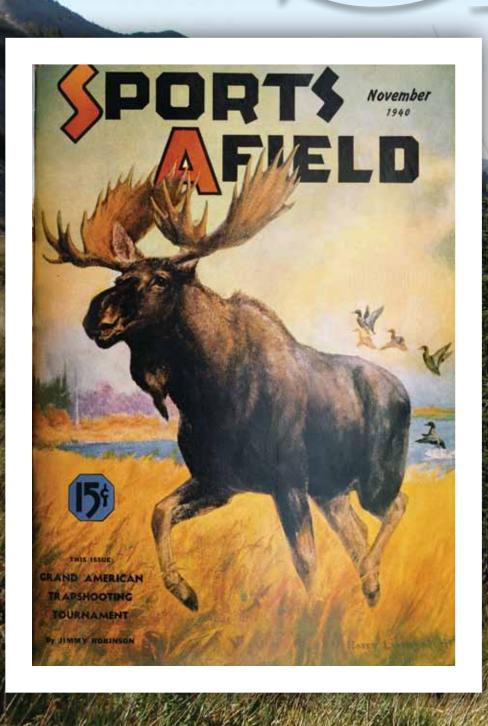




SYNONYMOUS WITH THE OUTDOORS SINCE 1887...









THE SPORTS AFIELD PLATFORM

Sports Afield Magazine

Reaching a total readership of 122,000 dedicated outdoorsmen and outdoorswomen with every issue, *Sports Afield* is a high-end, glossy, information-packed magazine. With articles written by the most trusted names in the outdoor world, the magazine provides inspiration and motivation to those who love the traditional outdoor lifestyle.

Sports Afield Trophy Properties

The latest addition to the *Sports Afield* family of companies, Sports Afield Trophy Properties is the ultimate source for the outdoor enthusiast's recreational property needs. SATP works with a network of experienced brokers to find top properties for hunting, fishing, and other outdoor activities and is supported by a searchable website database and syndication with numerous listing services to market properties for sale.

SportsAfield.com

SportsAfield.com is a dynamic, interactive website full of hunting information and inspiration. From videos to photo galleries, to breaking news to blogs and an exclusive Adventure column, SportsAfield.com connects a vibrant community of highly motivated outdoor enthusiasts.

World of Sports Afield Television

The World of Sports Afield is hosted by internationally known big-game hunters Aaron Neilson and Dan Catlin and produced by Safari Classics Productions. Our camera crews travel to the finest hunting destinations around the globe in search of outdoor adventure. Airing on the Sportsman Channel, the show reaches in excess of millions of households.

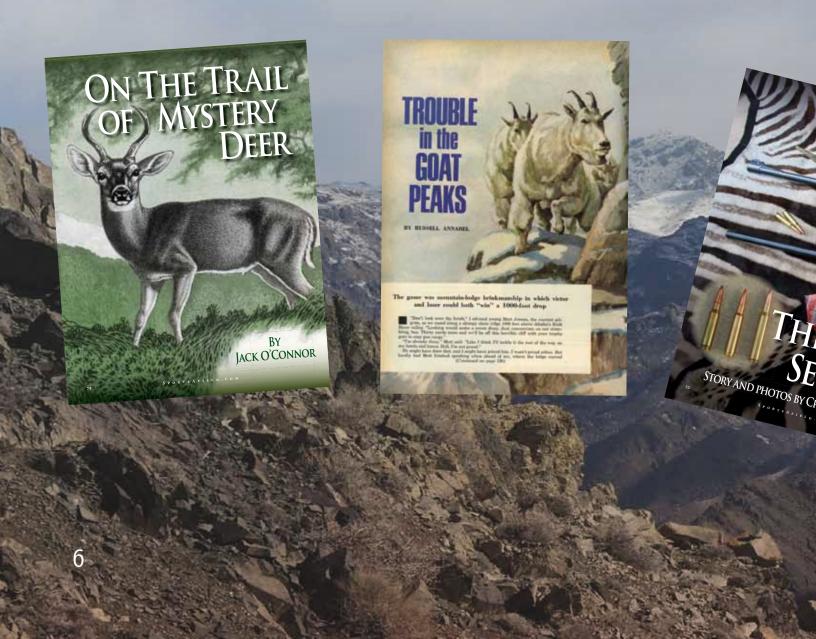
Licensing Program

Sports Afield forms partnerships with select manufacturers to license the Sports Afield name for clothing, luggage, knives, leather goods, gun safes, and many other products. The Sports Afield name, logo, and the famous vintage covers from the 1920s to the 1960s are available for licensing.



The brand is all about telling stories, and we have 130 years of them. These include stories by such outdoor writing luminaries as Jack O'Connor, Zane Grey, Ernest Hemingway, Russell Annabel, Jason Lucas, Jimmy Robinson, and Craig Boddington.

Come share the adventure. . . .





The brand offers a compelling brand image and visual archive on which product development can focus.

Sports Afield is unique in the license-brand universe because it offers a magazine, TV show, and website that all support the brand by promoting its continuing image, product introductions, and sales.







THE STORY OF THE OLDEST OUTDOOR MAGAZINE IN AMERICA

The oldest outdoor magazine in the country, *Sports Afield* has been one of the most respected names in the industry for more than 130 years. Today, *Sports Afield* is the leading authority on big game and hunting travel, with a concentrated readership of active, affluent hunters.

Founded in 1887 by Claude King in Denver, Colorado, *Sports Afield* grew in circulation and influence throughout the twentieth century to become one of the leading voices in hunting and conservation. In 2002, the magazine was purchased by the owners of Safari Press, a successful publishing company specializing in high-end hunting and firearms books with thirty years of experience in the publishing arena. The new owners recast *Sports Afield* as a magazine for serious hunters who like to read about and experience real adventure.

Under the leadership of Diana Rupp and Ludo Wurfbain, Sports Afield was relaunched as a high-quality, high-end magazine focusing on big-game hunting adventures around the world. Sports Afield's articles, columns, and photographs are created by the most knowledgeable hunting and firearms experts in the business, and the magazine covers the hunting world with a depth and breadth of information and inspiration unmatched by any other publication. Building on its long history, Sports Afield has established itself as the premier hunting adventure magazine in America.

Today's Sports Afield serves people who have a passion for hunting around the world. The magazine focuses on the most popular destinations in North America for species such as deer, bear, bighorn sheep, elk, caribou, and waterfowl/upland game and in Africa hunts for Cape buffalo, kudu, and leopard. Sports Afield's primary goal is to inspire hunters with exciting adventure stories about the most desirable game species. In addition, the magazine strives to keep its readers informed by publishing articles that cover top hunting destinations, the right tools and gear, conservation issues, and the skills every hunter needs to pursue a variety of game animals successfully.



CORE VALUES

The *Sports Afield* brand is dedicated to quality, authenticity, tradition, and a strong conservation ethic.

Quality: Sports Afield's magazine, television show, website, and licensed products are held to the highest standards, as befits our loyal customer base.

Authenticity: *Sports Afield* has always represented the real outdoorsman. Our philosophy is that of a solid, long-term commitment to the outdoor lifestyle, not gimmicks or fads.

Tradition: Sporting traditions that allow families to create lifelong memories have always been a core value of *Sports Afield*; these traditions, which lead to a lifelong love of the outdoors, are more important than ever in today's technology-laden world.

Conservation: Since Theodore Roosevelt's time, sportsmen have been North America's true conservationists. Sports Afield is proud to uphold a strong conservation ethic to ensure that wildlife-rich woods and fields are passed down to our children and grandchildren.















SPORTS AFIELD BY THE NUMBERS

Sports Afield is one of the most recognized outdoor brands in the world.

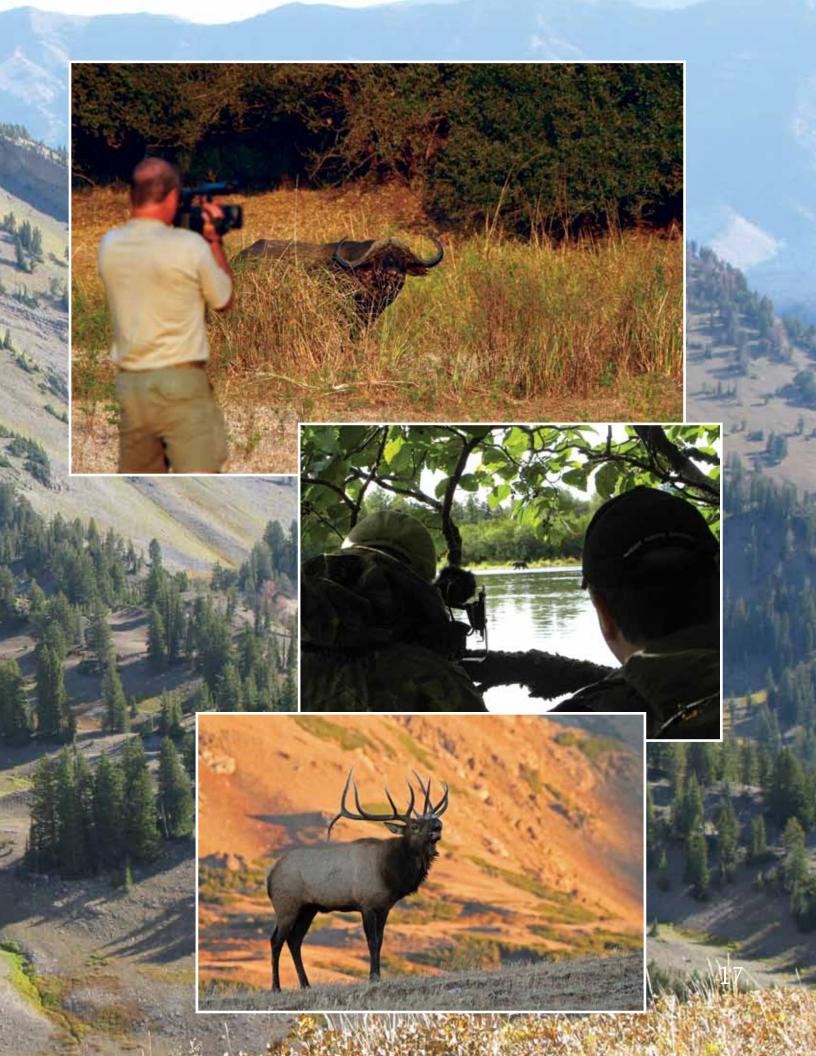
Magazine: 122,000 readers / 7 issues per year

TV show: 31 million households

Tens of thousands of pageviews weekly Website:









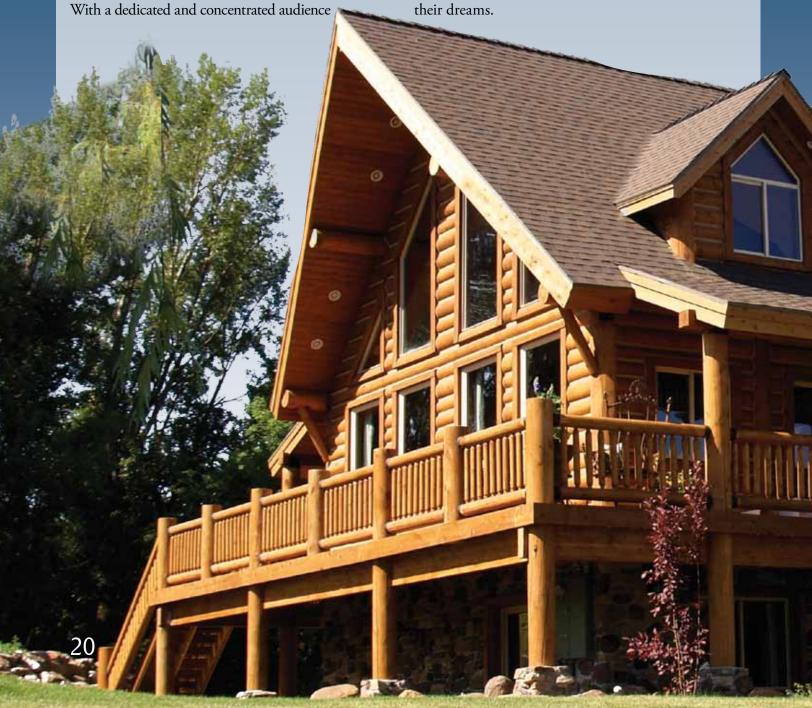




SPORTS AFIELD TROPHY PROPERTIES

The newest company under the *Sports Afield* brand is *Sports Afield* Trophy Properties, the ultimate source for the outdoor enthusiast's recreational property needs.

of outdoor enthusiasts, *Sports Afield* is ideally positioned to connect North America's most active and affluent sportsmen and sportswomen with the properties of their dreams.



Sports Afield acquired the assets of Cabela's Trophy Properties (CTP), the real estate listing arm of Cabela's, in early 2014. For ten years, CTP was the leading source for recreational property listings, with a network of experienced brokers who are recreational real estate specialists who live, breathe, and understand the outdoors. By building and expanding on this solid platform, Sports Afield Trophy Properties provides the same excellence in property services that buyers and sellers alike experienced under the CTP brand.

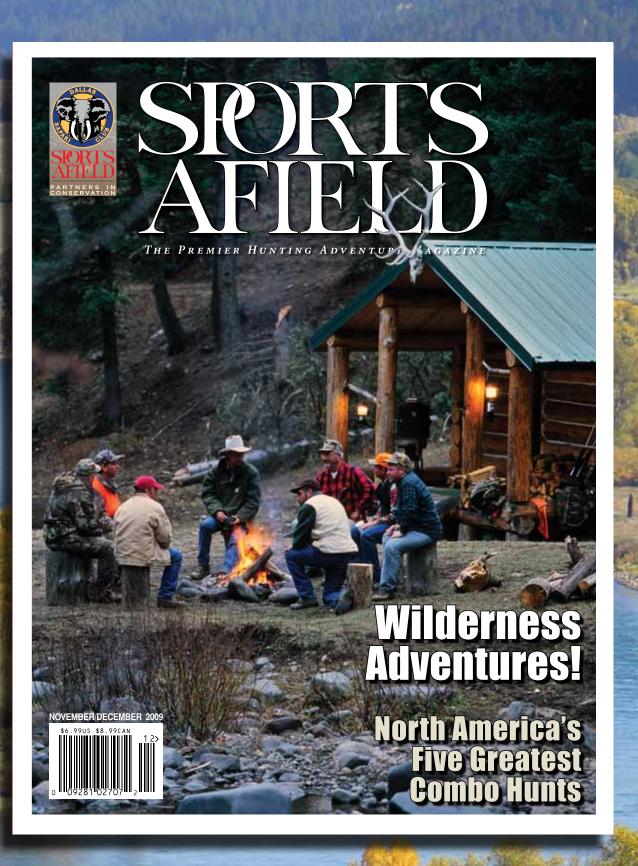
"Sports Afield is part of the outdoor heritage of the United States and Cabela's. Cabela's got its start from an ad placed in Sports Afield by Dick Cabela in 1961," said Tommy Millner, Cabela's Chief Executive Officer. "They are perfectly situated to continue the success of Cabela's Trophy Properties, which we are turning over

to them to more fully focus on our core retail businesses."

Sports Afield Trophy Properties participating brokers know the areas and territories they serve, including the wildlife species, climate, water sources, hunting and fishing opportunities, and other local conditions. SATP is supported by a broad-based marketing campaign, including an extensive, searchable website database, national advertising on television and in a wide variety of print media, a dedicated catalog, and syndication with numerous property-listings websites.

"Sports Afield Trophy Properties partners with qualified independent real estate brokers around the country to market recreational properties for sale," said Ludo Wurfbain, CEO of Sports Afield Trophy Properties. "If your passions are hunting, fishing, hiking, or equestrian sports, or you are just looking to purchase property in the great outdoors as an investment, our participating brokers can help you find the property of your dreams."





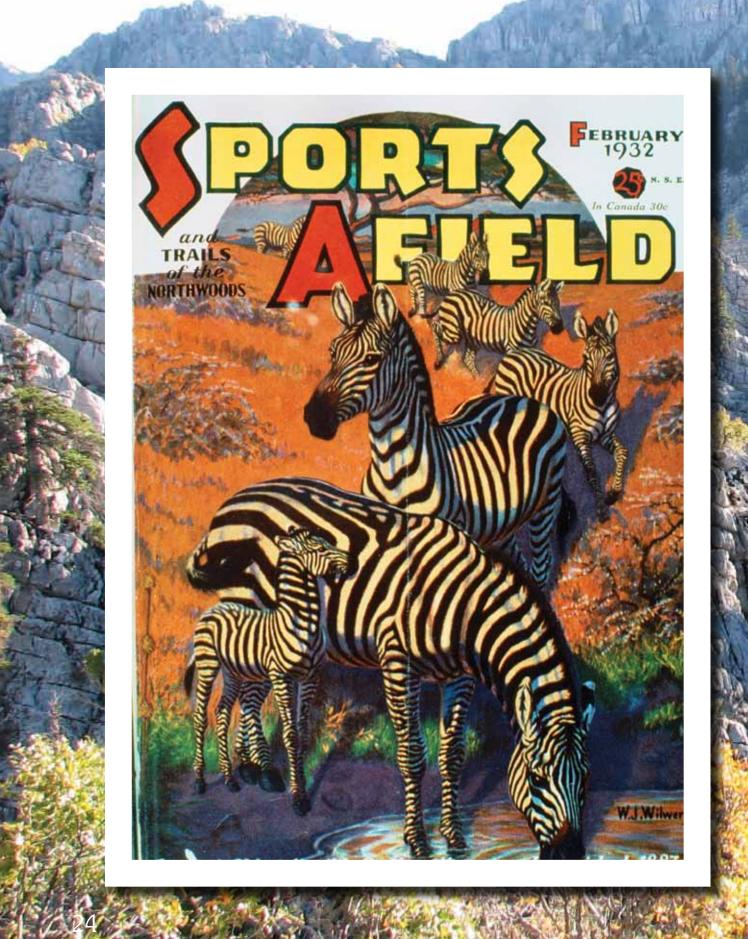


SPORTS AFIELD SERIES LOG HOMES Your Hunting and Gathering Place!



Whisper Creek *Sports Afield* Series Log Homes have the authentic look and feel of a traditional log home without the maintenance associated with traditional log home construction. In addition, our superior product provides interior finish options typically unavailable in a log home. Supported by a nationwide dealer network.







WHY LICENSE THE SPORTS AFIELD BRAND?

(or any brand at all)

Sports Afield brings instant name recognition. With our 130-year history, it is one of the most established and recognizable outdoor brands in North America, and indeed the world.

To get a new brand established, it takes years and untold sums of money on advertising, promotion, and work. Establishing a new brand carries a high risk of failure. Working with an established name immediately opens doors for commercial contracts.

Sports Afield was recognized as one of the Top 150 brands licensed globally by *License Global* magazine. By licensing with *Sports Afield*, you are instantly putting your products on a level with the top brands of the world.

A license with *Sports Afield* brings not only the power of the brand but also access to our vast library of stunning hand-painted vintage covers from our first 100 years of publication.

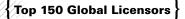
Sports Afield is a "live brand" with multiple existing active properties such as Sports Afield magazine, the Sports Afield website, and the World of Sports Afield television show and Sports Afield Trophy Properties. All these are actively managed by the owners of the parent company to create hundreds of thousands of name imprints per week for the brand.

Sports Afield offers professional media assets such as print and web advertising, press releases, Social Media Marketing, and product placements for licensees of large volume.

Sports Afield can offer prime booth locations at the Shooting and Hunting Outdoor Trade Show (SHOT) for selected licensees at cost.

Sports Afield has a long-standing relationship with Farwest Sports of Fife, WA, which offers instant distribution through its network of dealers. In addition, Farwest offers warehousing facilities of over one quarter of a million square feet and is an accredited fulfillment center for both Costco, Amazon, and numerous other well-known companies.

In 2016, Sports Afield was ranked in the 150 Top Global Brands by License Magazine.



licensed corded and cordless phones in 2015 that are sold in more than 16,000 retail stores and can be found in almost every major retailer. The top retailers that carry the AT&T-branded phones include Walmart, Best Buy, Costco, Staples and Sam's Club. In the business channel, the top trade partners include Jenne Distributors, Teledynamics, United Stationers, Ingram Micro and S.P. Richards. AT&T's strategy is to maintain or grow market share in each of its licensed product categories, as well as to expand brand awareness across new territories globally. The licensing program maintains strong partnerships with a wide array of retailers and distributors to maximize sales in the channel served, while simultaneously ensuring the continued development of new products to enhance the program.

FOOD NETWORK \$200M (NYSE: SNI)

MICHAEL SMITH, SENIOR VICE PRESIDENT AND GENERAL MANAGER, COOKING CHANNEL, +1.212.401.5358

WWW.FOODNETWORK.COM

The network's long-standing partnership with Kohl's, which offers more than 1,200 Food Network-branded housewares products, continues to be a strong initiative. Food Network's magazine, book publishing and festival events continue to expand.

SPORTS AFIELD S178M (PRIVATE)

LUDO J. WURFBAIN, +1.714.373.4910
WWW.SPORTSAFIELDTROPHYPROPERTIES.CO

WWW.SPORTSAFIELDTROPHYPROPERTIES.COM; WWW. SPORTSAFIELD.COM

Sports Afield was founded in Denver, Colorado, in 1887 by Claude King as a magazine for rural, outdoor living and hunting and fishing. After WWII, it was bought by Hearst Publications, and since the early 2000s, it has been owned



by a private investor group. The Sports Afield brand has been licensed since before WWII and today is licensed worldwide in the following categories security safes, outdoor recreational real estate, Russian language edition of Sports Afield magazine, World of Sports Afield television show, Sports Afield log homes, Sports Afield home decorations, Sports Afield clothing, Sports Afield back packs, Sports Afield crystal dehumidifiers, Sports Afield books, and other outdoor related products. Top licensed properties in 2015 include outdoor recreational real-estate, security safes, World of Sports Afield television show, Sports Afield clothing. Top retail partners and licensing programs during 2015 include Costco, Amazon, Dunham and independent real estate agents. Further growth for the Sports Afield brand in 2016 will come from extensive further expansion of the real estate marketing entity Sports Afield Trophy Properties; the launch of an extensive camping gear line; light and heavy duty sleeping bags, lightweight tents, medium tents and full size tents, head lamps, flashlights, hiking poles, camping lanterns, camping furniture, ultra-light camping cookware, first aid kits, metal water bottles

T38 www.licensemag.com May 2016



of Weil Lifestyle licensed products directly to the Weil Foundation, a not-for-profit organization dedicated to advancing integrative medicine through training, research, the education of the public and policy reform.

PARAMOUNT PICTURES

LEEANNE STABLES, PRESIDENT.

WORLDWIDE MARKETING PARTNERSHIPS AND LICENSING,

+1.323.956.5677

WWW.PARAMOUNT.COM

Top licensed properties in 2015 included The Godfather, Mission Impossible, Top Gun, Mean Girls, Grease, Anchorman, Gladiator, Clueless, Up In Smoke and Ferris Bueller's Day Off. Top retail partners and licensing programs during 2015 included Dylan's for a Mean Girls confectionery program, Target for a Little Prince infant/nursery program, Pocket Gems for a Mean Girls episode game, Kohl's for a Mean Girls Chin Up athleticwear collaboration, Wet Seal for a Clueless cut and sew collection, Icing for a Clueless accessories program, Walmart for Up in Smoke tees from licensee ODM and Zumiez for an Up in Smoke Primitive skate collaboration, Licensing initiatives that will drive growth in 2016 for Paramount include expanding catalog properties into lifestyle categories such as health and beauty and food and beverage. Examples of this include a Breakfast at Tiffany's nail polish collection, a Zoolander vodka collaboration with Ciroc and a The Godfather vodka and Italian food and beverage range. Paramount is also developing consumer product programs to support its upcoming releases such as a Baywatch summer seasonal program and a Ghost in the Shell program that includes apparel, accessories and collectibles.



This exclusive report, published annually by *Licensel Global*, provides retail sales data of licensed merchandise worldwide, key trends and specific brand insights across multiple industry sectors including entertainment, sports, fashion/apparel, corporate brands, art and non-profit.

by TONY LISANTI, global editorial director

he Top 150 Global Licensors reported

a total of \$262.9 billion in retail sales of licensed products worldwide in 2015 versus \$259.9 billion in 2014. The Walt Disney Company, which is the perennial No. 1 global licensor, added a whopping \$7.2 billion in retail sales in 2015. While Disney dominated headlines last year with the return of the iconic Star Wars franchise, the company reported \$52.5 billion in retail sales of licensed merchandise worldwide for its rich portfolio of franchise properties that also includes Marvel's Avengers, Frozen, Disney Princess and "Doc McStuffins." Over the past five years, Disney has added a total of \$23.9 billion in retail sales of licensed merchandise, demonstrating strong growth and demand for its consumer products.

Rival studio and licensor Warner Bros.

Consumer Products, which ranks No. 5 with a reported \$6 billion in retail sales of licensed merchandise in 2015, is not only experiencing the competitiveness of Disney in the marketplace, but also the challenge of the No. 6 licensor Hasbro, who has steadily grown its retail sales to \$5.9 billion, up from \$3.7 billion five years ago,

with its robust lineup of new initiatives that will likely continue to keep the company growing and climbing in the rankings over the next several years. However, WBCP has its own list of new initiatives, as outlined by its new president, Pam Lifford, in the story that follows on page T4.

The Top 10 Global Licensors reported an increase in retail sales of \$137 billion in 2015 versus \$131.4 billion in 2014. The Top 10 licensor now account for slightly more than 52 percent of overall retail sales. Meredith climbed to No. 2 with a reported \$20.1 billion. The company's sales number includes the revenue of its licensed Better Homes and Gardens real estate agencies in addition to its extensive direct-to-retail licensing programs with Walmart and FTD.

Another key change in the Top 10 is for Mattel, which dropped to No. 27, reporting \$2.3 billion in retail sales of licensed merchandise.

An example of a global licensor that has achieved significant growth over the past few years is IP management company Sequential Brands Group. The company, which now has brands Martha Stewart and Jessica Simpson, reported \$4 billion in retail sales in 2015 and

is now ranked No. 14. This is a huge leap in recent years-in 2013, the licensor ranked No. 65 with retail sales of \$750 million.

There are 12 new licensors that joined the report this year. The diverse group includes Managemayille, a \$1 bumo. "Festyle licensor; Moose Toys, known for the Shopkins collectible phenomenon; Moomin; Paramount Boy Scouts of America; Genius Brands International; Snuggle; Sports Afield; Animaccord, which owns the preschool brand "Masha a, d the Bear;" Girl Scouts of the USA; 41 Pattertainment; d technology company Telepanken.

At the consider is that a total of 56 global licensors reported retail sales of \$1 billion or more and represent \$235 billion in retail sales—or 90 percent—of the total retail sales reported by the Top 150 licensors. While Margaritaville was added to the Billion Dollar Licensor Club, four licensors dropped out the Club including Discovery; Frigidaire, which is now included within Electrolux; Martha Stewart, which was acquired by Sequential Brands Group; and Technicolor, which dropped slightly to No. 59 with a reported \$844 million in retail sales.

[&]quot;All global licensors and/or licensing agents submitted retail sales figures, which are based on worldwide retail sales of licensed merchandise in 2015, unless otherwise noted. International sales figures were converted according to the most recent exchange rates at press time and in some cases may have had an effect versus last year's report. Element Global consults various in dustry sources, financial documents, axenual reports, et al and relies on the fiduciary responsibility of each company for accuracy. All companies are public except as otherwise noted as Private or Non-Profit. This report is not intended to be a brand perception or popularity report, but a sales and trend report set as deed information submitted directly to License: Global by each licenser. The Top 150 Global Licenser report is copyrighted and cannot be used without the written permission of Licenser (Blobal and UBM).



LICENSED PRODUCTS

Licensing the oldest and most respected brand in the outdoor industry means your products will stand out in any crowd. Utilize our logo or our extensive library of beautiful covers in your designs.







LICENSED PRODUCTS

A wide variety of product categories are available for licensing, including clothing, luggage, leather goods, automotive parts and accessories, ammunition, flashlights, knives and multitools, and video games.







CAMO PATTERNS

Sports Afield, in association with KLOAK, has developed a series of camo patterns appropriate for hunting, fashion, and home décor use. These patterns are available on fabrics or as a film for dipping hard goods such as gun stocks. These new camo patterns allow a wide range of branding options: License the Sports Afield brand, the Sports Afield brand and camo pattern, or just the pattern itself.

North AmeriKON Collection



AfriKON Collection





SPORTS AFIELD FABRICS

Sports Afield, in association with Elizabeth Studio Fabrics, has developed a series of patterns appropriate for home decor use. These patterns are available on high-quality, 100 percent cotton fabric. A combination of great artwork, careful attention to detail, and gifted colorization has resulted in a terrific selection of *Sports Afield* fabrics.























SPORTS AFIELD LICENSED PRODUCTS ARE SOLD IN:

Dunhans

amazon













