



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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2011 Eastmans' Trophy Deer Tour Features Latest Advancement in Camouflage Graphics for Vehicles & Outdoor Gear

AUBURN HILLS, MI – Mossy Oak® Graphics™ (www.mossoakgraphics.com), the worldwide exclusive manufacturer of Mossy Oak® camouflage vinyl products, and Eastmans' Publishing, Inc., today announced the 2011 Eastmans' Trophy Deer Tour will feature the latest advancement in camouflage vehicle graphics. The Eastmans' Trophy Deer Tour truck and trailer has been outfitted with Mossy Oak Graphics' innovative new camouflage vehicle graphics.

"I think all hunters can relate to the experience of sharing a fun story about a buck they got," said Lee Skandalaris, President of Mossy Oak Graphics. "The Eastmans' Trophy Deer Tour really captures that experience and brings it to tens of thousands of hunters across the country. To have Mossy Oak Graphics featured prominently in such an event is really special for us."

The Mossy Oak Graphics vehicle accent kit featured on the Eastmans' truck and trailer is the only product of its kind manufactured using 3M™ premium cast vinyl, eliminating shrinking, cracking or peeling issues that hinder the performance of conventional vinyl camouflage products. Design features, including pressure sensitive adhesive technology and air release channels, are among other innovations that allow Mossy Oak Graphics products to be repositioned during installation and applied smoothly without any bubbling.

"Our Eastmans' Trophy Deer Tour is one of the most recognized and talked about attractions in the industry," commented Ike Eastman. "It goes without saying that Mossy Oak Graphics will add a level of hunting exposure and brand recognition that can't be found elsewhere."

The 2011 Eastmans' Trophy Deer Tour, which will travel more than 60,000 miles to numerous hunting shows and sporting goods store events, features some of the most magnificent do-it-yourself public land trophies in North America. Attended annually by 150,000 hunting enthusiasts, each head chosen for the Eastmans' Deer Tour is officially scored for Boone and Crockett.

About Mossy Oak Graphics®

Based in Auburn Hills, Mich., Mossy Oak Graphics offers Mossy Oak's complete line of camouflage patterns on a huge selection of ultra-high resolution vinyl graphic products. As the worldwide exclusive manufacturer of Mossy Oak vinyl products, the company has ushered in a new era of innovation in the camouflage graphics industry, introducing several never-before-seen product features. For the first time camouflage kits for everything ranging from trucks, boats and ATVs, to guns, will come pre-cut for quick and easy installation. Additionally, Mossy Oak Graphics created a new product category, partnering with some of the outdoor world's most renowned photographers and wildlife artists to offer life-size cut outs, customized window graphics, tailgate graphics and decals of a myriad of breathtaking wildlife themed images. Visit www.mossoakgraphics.com or call 888.449.6558 for more information.

About Eastmans' Publishing

Eastmans' Publishing, Inc, is a multimedia company committed to providing its audiences with content that will help them become more skilled and ethical hunters, while expanding their knowledge, appreciation and awareness of the outdoors and wildlife through entertainment media. One of the largest names in the hunting industry, Eastmans' publishes two magazines, produces a nationally televised hunting show and has published numerous books.

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