

NEWS RELEASE

MEDALIST[®]



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MEDALIST[®] announces sponsorship of *Innerloc's Out-There* TV Hunting Program

The television program will feature MEDALIST Hunting Apparel with SilverMax[®]

READING, Pa. (April XX, 2009) – MEDALIST[®] Performance Sports Apparel, Inc., a leading producer of high performance apparel and technical fabrics, Today announced its “Gold Step” sponsorship of *Innerloc's Out-There* hunting TV show with host Corey Brossman.

The program airs 208 times on three networks: The Pursuit Channel, The Sportsman Channel and Wild TV as well as on the internet at MYOUTDOORTV.com. As a Gold Step sponsor, MEDALIST will air a :30 second commercial during each episode featuring apparel with SilverMax and brand endorsement by Brossman. In addition, Brossman will feature MEDALIST apparel with SilverMax at all of his appearances.

“As a host and owner of Hunting Extreme Productions, I produce the best quality hunting TV programs I can,” said Brossman. “From gator hunting in Florida and antelope hunting in Montana, to the frigid temperatures of winter hunting in South Dakota, MEDALIST apparel with SilverMax is the only clothing my field producers and I wear.”

Innerloc's Out-There is a family-oriented half hour hunting show with a variety of techniques used in pursuit of a wide range of prey that includes buck, bear, alligator and duck. In addition, the program highlights what goes on before and after the hunt itself, providing the viewer with a strong context for the adventure.

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“Hunters wearing MEDALIST apparel with SilverMax are protected in extreme weather conditions and temperatures, and remain odor-free during each hunt,” said David Vogrin,

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director of marketing for MEDALIST. "The SilverMax technology in our MEDALIST apparel is the new standard in scent elimination and will allow hunters to increase their animal sightings and success while enjoying the ultimate comfort that our apparel provides.

MEDALIST apparel with SilverMax technology requires no activation, is easy to care for and is permanent. For more information on the MEDALIST line of products, visit www.medalist.com.

About MEDALIST

MEDALIST® Performance Sports Apparel, Inc., a privately held, U.S. based company, is a leading producer of high performance technical fabrics and apparel. Their engineered products provide innovative solutions that enhance performance and comfort in all conditions for a wide range of consumers in the hunting, outdoors, athletic, and tactical markets. Today, world-class athletes, professional hunters, outdoor enthusiasts and NASA astronauts wear MEDALIST products. MEDALIST is committed to providing apparel with the highest level of technology, performance, and comfort for the most extreme conditions.

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