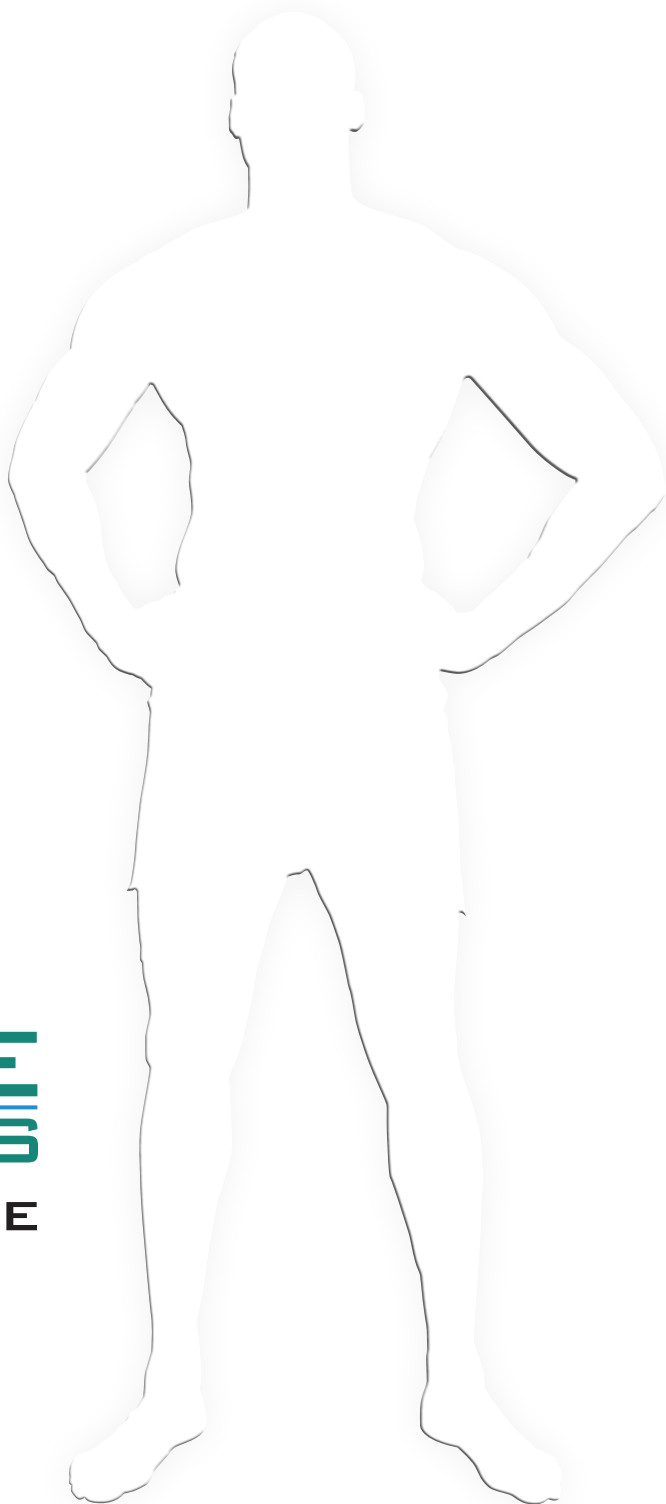


MALONE
OUTFITTERS
MEDIA GUIDE





MALONE
OUTFITTERS

The Outdoor Guide

MALONE OUTFITTERS... YOUR OUTLET TO THE OUTDOORS.

Media Guide? Maybe. This booklet may help you do your job, but that's not what Karl knows best. Karl doesn't want to tell you how to do your job, just like he doesn't want the media to tell him how to shoot free throws. What Karl Malone and his new store, Malone Outfitters, know best is how to outfit America with quality and affordable outdoor gear and clothing.

On April 29, Karl Malone takes his game across the country with 10 new outdoor sports and recreation stores. Located primarily in factory outlet centers, Malone Outfitters will provide outdoorsmen with factory direct prices for hunting, fishing, camping, hiking and backpacking equipment and apparel.

Think of this as your outdoor guide, as well as your media guide. So try your hand at the outfitting business. Outfit your guide, Karl Malone, anyway you like. As a fisherman, hunter, camper, backpacker or hiker... or any creative combination that ensues.





Bend, OR

Prime Factory Outlet • 541-312-8377

Boise, ID

Boise Factory Outlets • 208-331-9882

Casa Grande, AZ

Tanger Factory Outlets • 520-836-8944

Dalton, GA

Tanger Factory Outlets • 706-277-8585

Gonzales, LA

Tanger Factory Outlets • 225-647-9607

Lancaster, PA

Tanger Factory Outlets • 717-299-9937

Nampa, ID

Canyon Plaza • 208- 468-9551

North Branch, MN

Tanger Factory Outlets • 651-674-8810

Pigeon Forge, TN

Tanger Factory Outlets • 865-428-4803

Williamsburg, IA

Tanger Factory Outlets • 319-668-1382

Match the Market

How good of a guide are you? Match the Malone Outfitters store location to its types of outdoor activities.

- | | |
|-----------------------|---|
| 1 — Bend, OR | A Turkey, Large & Small Mouth Bass & Whitetail Deer |
| 2 — Boise, ID | B Whitetail Deer, Bow Hunting & Stripe Bass |
| 3 — Casa Grande, AZ | C Cutthroat Trout, Mule Deer & Pheasant |
| 4 — Dalton, GA | D Steelhead Trout & Winter Camping |
| 5 — Gonzales, LA | E Elk, Chuckar & High Country Backpacking |
| 6 — Lancaster, PA | F Quail, Brown Trout & Black Bear |
| 7 — Nampa, ID | G Pheasant, Crappie & Waterfowl |
| 8 — N. Branch, MN | H Large Mouth Bass, Waterfowl & Saltwater Fishing |
| 9 — Pigeon Forge, TN | I Catfish & Desert Hiking |
| 10 — Williamsburg, IA | J Walleye, Ice Fishing & Waterfowl |

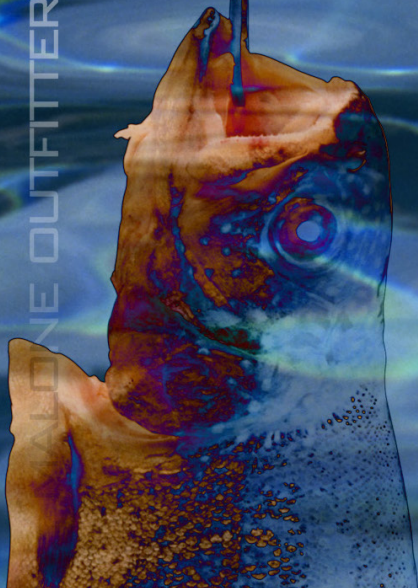


Correct Answers: 1-D, 2-E, 3-I, 4-A, 5-H, 6-B, 7-C, 8-J, 9-F, 10-G

Fishing

YOUR OUTLET TO THE OUTDOORS.

Your fishing guide has his own outdoor version of a little game of one-on-one. Just Karl and the fish, and it doesn't matter who wins ... because he's gone fishing. Malone Outfitters will outfit the beginner, the amateur or the professional fisherman with a variety of brands and product lines with factory direct prices.



Know Your Daddy?

Do you know your fish genealogy?
Match the baby fish with its daddy.

Baby Fish

- 1—Wahoo
- 2—Sheepshead
- 3—Walleye
- 4—Croaker

Adult Fish

- A Mackerel
- B Perch
- C Grouper
- D Trunkfish



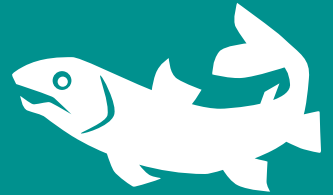
What's the Bottom Line?

\$6.5 billion was spent on fishing equipment in the nine states where Malone Outfitters is located.

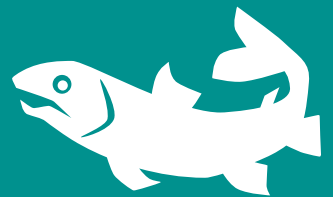
- American Sport Fishing Assoc., 1996



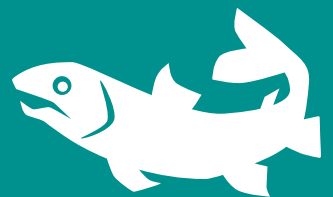
Browning



Hodgeman



Quantum



Zebco



Under Pressure

1 gallon of H₂O equals 8 lbs. of pressure when wading.

Correct Answers: 1-B, 2-D, 3-A, 4-C

Who's Your Daddy?

Do you know your fish genealogy?
Match the baby fish with its daddy.

Baby Fish

- 1—Wahoo
- 2—Sheepshead
- 3—Walleye
- 4—Croaker

Adult Fish

- A Mackerel
- B Perch
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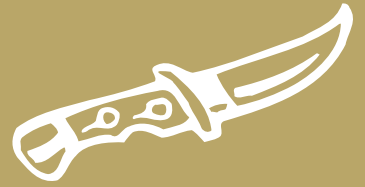
MALONE OUTFITTERS...YOUR OUTLET TO THE OUTDOORS.

The best hunting guides find the game and prepare everyone for the hunt. Malone Outfitters has clothing, gear and apparel for all types of hunters. With factory direct prices on camouflage and blaze orange, Malone Outfitters will get you ready for game time.

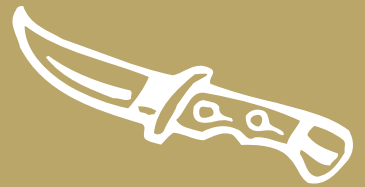
Hey, Scouts!

In order to read deer signs most effectively, scout in the Spring, when the forest floors are mostly bare.





Browning



Remington



Tasco

Hey, Scouts!

In order to read deer signs most effectively, scout in the Spring, when the forest floors are mostly bare.



Tracking Tips

It may sometimes seem as if you're tracking a two-legged deer because there are only two tracks side by side. However, this is a doe. Her back hooves sometimes fall in the tracks made by her front hooves. The wider chest of a mature buck makes his rear tracks fall short and inside of his front tracks.



MALONE OUTFITTERS: YOUR OUTLET TO THE OUTDOORS.

Home is where you set up camp. Next to a high mountain lake or on an open prairie, your guide has the right equipment you'll need to post up for the night. For family camping trips or for the avid outdoorsman, Malone Outfitters offers a line of equipment that is appropriate for your level of expertise. And, it's also appropriate for your pocket book.

Three Dog Night?

If you're looking for some extra warmth at night, wear a hat and insulated clothing layers. And keep your toes cozy by stuffing a hot water bottle into the foot of your bag.

camp





American
Camper



Rokk



Slumberjack

Three Dog Night?

If you're looking for some extra warmth at night, wear a hat and insulated clothing layers. And keep your toes cozy by stuffing a hot water bottle into the foot of your bag.



Be Good to Your Mother

In order to leave your campsite the way you found it, pitch your tent on dry sand or dirt. Go easy on mother nature, by avoiding wet meadows, mosses or flowery plants.



What Smells?

Keep food odors away by setting up the kitchen about 100 paces from the tents.



MALONE OUTFITTERS...YOUR OUTLET TO THE OUTDOORS.

Backpacking Hiking

Life isn't always about where you're going, or where you've been. Sometimes it's about the journey itself. It's about following the trail where your guide leads you. And sometimes it means blazing your own trail. If you hike or backpack, you'll find the equipment you need at Malone Outfitters - from boots to backpacks, compasses to trail maps. We'll equip you with the gear you'll need to be safe and comfortable so that you can get closer to the outdoors.



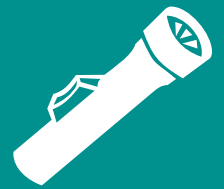
These Boots Were Made
Take care of your boots and they will take care of you for a long time. Clean them up after a hard hike, and never leave them by a campfire or the stove.



Hi-tech



Rocky



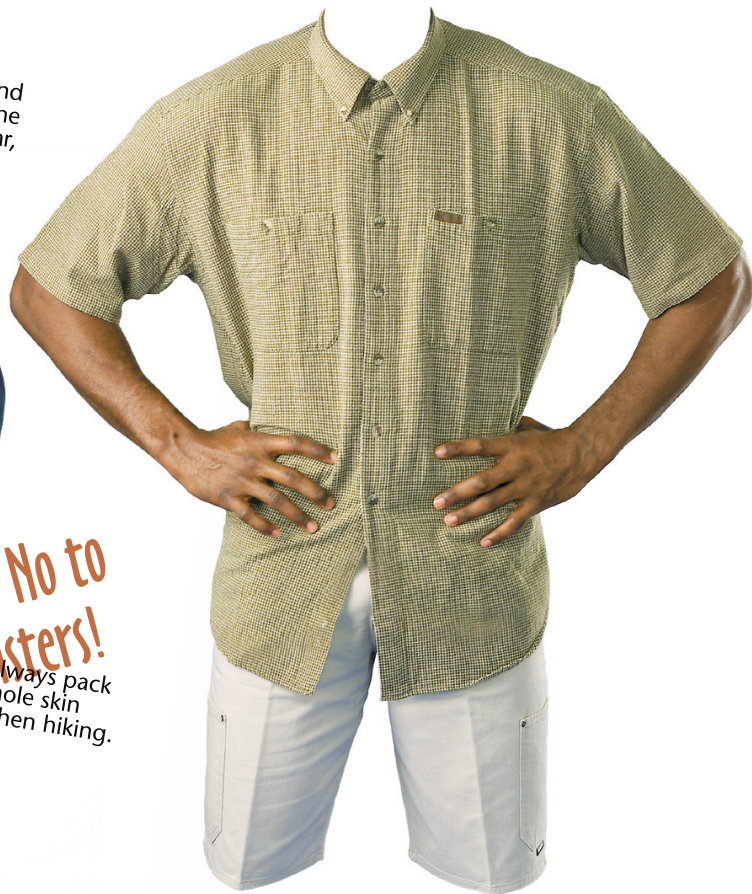
Rokk



Sorel

Eat Cold

There's no time for pancakes and hash browns when you're on the trail. Eat granola or an energy bar, and fuel-up in a hurry.



Say No to Blisters!

Always pack mole skin when hiking.



These Boots Were Made

Take care of your boots and they will take care of you for a long time. Clean them up after a hard hike, and never leave them by a campfire or the stove.





As an outfittering guide, you must follow the instructions.

1. If you simply skipped to this point, go back and finish reading through this Media Guide. Read carefully, you're about to take a journey.
2. Remove the Scenery Poster that is located in this pocket.
3. Choose your campsite.
4. It's time to move. Grab Karl (the removable sticker) and place him on the poster.
5. Let's get packing. Outfit Karl however you like. Mix and match with all the different types of clothing and equipment (all removable stickers).
6. Go nuts, and let everyone see your outfitting skills. Tell people what Karl looks like dressed in waders and a backpack, or any other crazy combination.
7. Show it off!





For More Information, Please Contact:

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