

**M**ad Dog Gear, a leading camouflage outerwear and accessory product line from Stearns Inc., is betting bowhunters will be interested in a way to keep from getting bit up that doesn't involve smearing on smelly insect repellents or peering through face nets. The Sauk Rapids, Minnesota firm launched a new Buzz Off Insect Shield Insect Repellent Apparel line of camouflage clothing for 2005 sales. Available in both Realtree and Mossy Oak patterns, these garments give bowhunters, turkey hunters and others who share the woods with biting insects, a new way to protect themselves without the use of insect sprays that game may detect or the headnets that can interfere with vision.

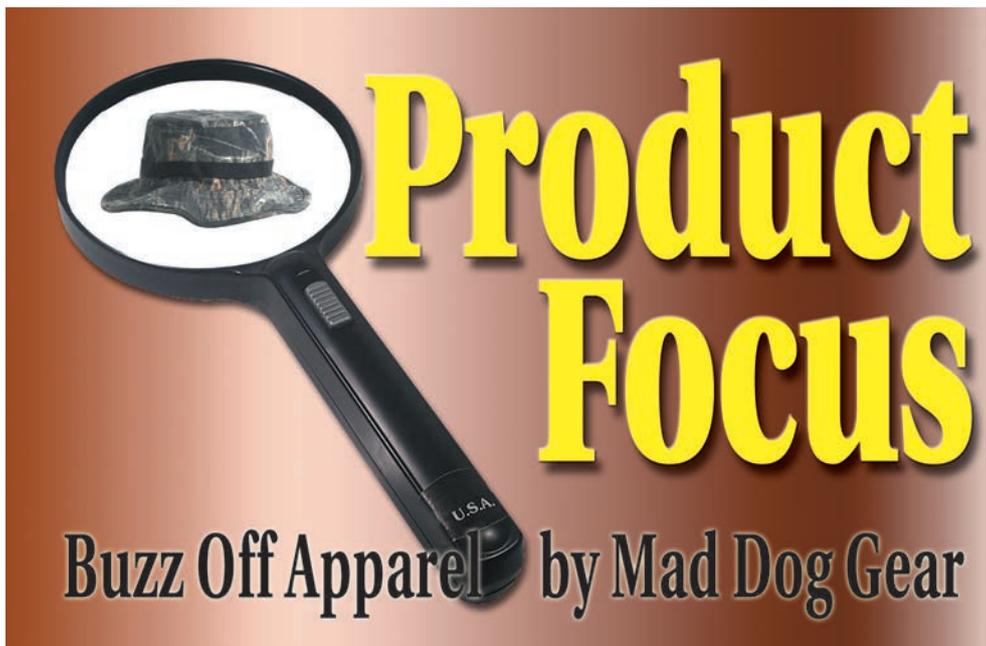
"Buzz Off apparel from Mad Dog Gear is a tremendous technological advancement in camouflage

apparel, allowing hunters to enjoy the sports they love, without the annoyance of insects," said Mary Snyder, Marketing Manager at Stearns. Snyder expects that bowhunters, turkey hunters and upland bird hunters who give the new clothing a fair test will start to think of it as "mandatory equipment".

Because Buzz Off is meant for warmer weather when insects are a problem for hunters, the line is skewed to lightweight clothing sewn from a poly/cotton blend. The Buzz Off Long Sleeve Shirt comes medium to double extra-large (M-2XL) in your choice of Mossy Oak New Break-Up or Realtree Hardwoods Green HD. The shirt has two covered security chest pockets that zip shut so there are no buttons to catch on a bow string. A mesh-lined cape vent in the back helps keep your customer cool, and a locker loop offers a handy way to hang the shirt.

Hunters who don't want a high collar or who need something cooler may prefer the Buzz Off Long Sleeve Crew T-Shirt. It comes in the same sizes and patterns, and has a quick-drying, moisture wicking finish. The unique extra long sleeves have thumb slots to keep the wrists covered with the insect-resistant fabric.

Either shirt can be paired with Buzz Off Cargo Pants, sold in even waist sizes of 32 to 42. These cargo pants boast eight pockets: two front slash, 2 rear patch, 2 side cargo that have piggybacked on them smaller pockets to hold GPS



units, cell phones or 2-way radios.

To give customers complete protection, you'll need to stock at least some of the accessories. The Buzz Off Boonie Hat comes in two sizes: M/L and XL/2XL. It has an elastic internal band and a webbing storage strap surrounding the crown. There's also a "one-size fits most" Buzz Off Cap, with durable composite bill and sweat-band.

Hunters who don't use camo face paint can use a Buzz Off Face Mask or Bandanna to camouflage their skin and to offer additional protection from biting insects. There's also Buzz Off Gloves with long Elastic Wrist cuffs, sold in M-XL.

The manufacturer says Buzz Off apparel is the only insect-repellent clothing registered by the United States Environmental Protection Agency (EPA). Through the patent-pending Buzz Off Insect Shield process, the active ingredient is tightly bound to the fibers of the garment, providing personal insect protection that is in the clothes you wear, not on the skin. Customer's won't feel or smell the chemical that's in the fabric, but the bugs and ticks know it's there.

Buzz Off clothing repels mosquitoes, ticks, ants, flies, chiggers, and midges (no-see-ums), some of which have the potential to carry dangerous diseases like West Nile virus and Lyme disease. The active ingredient is permethrin - a man-made version of a natural insect repellent found in chrysanthemums. No special care is needed for the clothing. Tests indicates the insect repellency will last through 25 washings. (Just don't dry clean or you will ruin the effectiveness.)

Snyder ticked off the benefits of Buzz Off insect protection:

- **Odorless**
- **Colorless**
- **Does not change feel of the garment**
- **EPA-registered**
- **Bonded to your garments rather than applies to your skin**
- **An effective way to protect against annoying and potentially harmful insects**

In addition to the benefits of Buzz Off Insect Shield, Mad Dog



Gear has added sun protection to this line of clothing. All of the items of Buzz Off camouflage clothing from Mad Dog Gear have a 30+ UPF protection rating.

According to Richard Lane, president of Buzz Off Insect Shield, "Outdoor enthusiasts have been letting us know how grateful they are to have convenient insect protection that is not detected by wildlife and does not harm their equipment the way some insect repellents can, especially those containing DEET."

Snyder put it this way, "Lose the head nets that obstruct your vision, try out the tough, quiet insect repellent outerwear by Mad Dog Gear featuring Buzz Off technology, and stay outdoors longer. In the backwoods or backyard, Buzz Off apparel is the smart solution."

Buzz Off Insect Shield, LLC, based in Greensboro, North Carolina, which developed this innovative solution for personal insect protection, said it was driven by the need to provide protection from annoying and potentially dangerous insects in a way that was convenient, effortless and long lasting. After seven years of research and testing, a highly effective technology for repelling mosquitoes and ticks and other insects was achieved. In July 2003, Buzz Off Insect Shield Insect Repellent Apparel became the first EPA-registered insect-repellent clothing.

Stearns, a leader in Personal Flotation Devices (PFD's) and equipment for other outdoor activities is a division of K2 Inc., which is based in Carlsbad, California. Mad Dog Gear is a trademark of Stearns, Inc.

For more information about the Mad Dog camo clothing line or its newer Buzz Off garments, call (800) 697-5801 or fax your request to (320) 252-4425.

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**ArrowTrade is pleased to continue its association with the premier consumer titles**

Independently-owned ArrowTrade Magazine has renewed the strategic sales agreement with Bowhunter Magazine and Petersen's Bowhunting. Those two consumer titles provide the blanket coverage that many manufacturers need to support marketing efforts. Ads placed in any of the three publications will continue to be counted toward money-saving combination rates.

## Save Even More With Combination Rates

Now in its third year, the strategic sales agreement between ArrowTrade and the two leading bowhunting magazines means you count ads in all three toward frequency. Depending on the size of your schedule, that could save you thousands of dollars.

Unlike other offers that pair a business publication with a consumer title that has a limited audience or no audited circulation, ArrowTrade is aligned with the Primedia titles that have earned a reputation for delivering a solid response for advertisers, issue after issue. Bowhunter Magazine now has a paid circulation of 154,093, while Petersen's Bowhunting reaches 153,877\*. If you do the math you will see these quality publications also offer the lowest cost per reader, like ArrowTrade does on the "business" side.

Taking advantage of these combination rates is easy. When you talk with Ad Director Matt Granger about an ArrowTrade schedule, let him know how many ads you'll be running with Bowhunter and/or Petersen's Bowhunting in 2006 issues. You'll receive the cost-effective combination rates shown on the back. When it's time to make your consumer ad buys let your Petersen's Bowhunting or Bowhunter Sales Representative know how you're supporting ArrowTrade, so they put you at the appropriate money-saving rate.



\*Circulation Average for six months ended 6/30/05 ABC