

SPECIAL ANNOUNCEMENT
July 30th, 2004

Big Game Adventures magazine and **Outdoor Connection** "The Worldwide Hunting and Fishing Authority" have agreed to a joint venture that will dually promote both companies to hunters worldwide.

Announced today, the two companies will be in a unique position to promote hunts worldwide to Outdoor Connection's clients and Big Game Adventures' readers through Outdoor Connection's 80 franchisees and Big Game Adventures' magazines. In addition Outdoor Connection has become a partner in Big Game Adventures and taken an equity position in the magazine.

Since 1988, Outdoor Connection has been arranging hunting trips throughout the globe. All of Outdoor Connection's lodges and outfitters have been inspected and approved -- leaving Outdoor Connection customers with "the cream of the crop in hunting adventures". Currently, Outdoor Connection franchisees can be found throughout the United States. Recently, Outdoor Connection has become licensed to offer franchises in Canada as well. These franchise owners represent over 200 lodges and outfitters. The hunts range from alligator in Florida, brown bear in Alaska, deer, elk, bear, caribou and other big game in North America, to cape buffalo and plains game in Africa and just about everything you can imagine in between. A hunter who has booked enough hunts on his or her own has likely experienced the reason that Outdoor Connection exists -- unmet expectations. Rolling the dice with your hard-earned time and money just isn't worth it -- people work with Outdoor Connection to ensure that the trip they have been searching for will become a reality.

"Big Game Adventures has indirectly been part of the growth of our company over the past few years. We have referenced many articles to learn about potential Outdoor Connection destinations and outfitters. The magazine is by far the most informative hunting publication we have found. This joint venture is a great opportunity for our franchise owners and us as a company to offer our services to Big Game Adventures readers in North America. Outdoor Connection prides itself on serving our clients by offering only the finest lodges, guides and outfitters around the world. Big Game Adventures provides the same to its readers and we are proud to be part of the best hunting magazine available today," says Marc Glades, President of Outdoor Connection after the venture was announced.

Raymond Oelrich, President and Publisher of Big Game Adventures agrees. "Big Game Adventures is recognized as the leading big game hunting magazine worldwide by many outfitters, advertisers and readers alike, and reaches nearly 4,500 guides, outfitters and PH's around the world as well as thousands of subscribers, including nearly 100,000 readers in 19 countries, from North America to Africa. We are a 10-year old company based in Canada and have grown from 80 pages to 300 pages in size in the last three years. We have always wanted to find a partner that can assist in marketing hunts for our advertising clients with 'more than just ads in the magazine' and this allows us that opportunity. Equally important we feel this is 'value added' for our readers because they can read about hunts from around the world *and book that hunt*, knowing someone from that company has BEEN THERE and hunted with this outfitter or PH and not just trying to sell another hunt. All outfitters they represent are ones they have personally hunted with, and that is a huge advantage for our readers in my opinion.

"This agreement will allow us to offer many exciting hunting as well as fishing trips to our readers worldwide and it will give our advertisers another way to market their hunts by being involved with both companies if they choose to also market their hunts through Outdoor Connection. We wanted a partner that had a major presence in the hunting and booking arena and with Outdoor Connection we now have that. This will be a major opportunity for increased sales of both hunts, products and for us additional magazines distributed worldwide through their franchise network."

For more information on this joint venture agreement, and what impact it has on the readers, advertisers, franchisees and clients of both companies see their respective web sites. Outdoor Connection can be seen at www.outdoor-connection.com and Big Game Adventures on their site at www.BGAMAG.com.