



## **Buck Expert Signs Sponsorship Agreement with Wild TV for New Season of FLATLINERS**

**Edmonton AB, November 8, 2012** - Wild TV, Canada's only hunting, fishing and outdoor lifestyle network, announced today that their popular series "FLATLINERS" will welcome Buck Expert as a new silver level sponsor. This sponsorship will give Buck Expert a strong presence on the network and greater access to Canada's outdoor market.

"Buck Expert is very pleased to partner with Wild TV, especially the FLATLINERS show hosted by Brice Folden. I believe our sponsorship will offer great exposure for Buck Expert products to both Canadian and European markets," said Marc Bergeron, Sales Manager for Buck Expert. "I would recommend Wild TV and any one of their shows if you are trying to promote your products to Canadian hunting consumers and retailers."

Buck Expert specializes in custom-made game attractants and will be showcasing their scent lures and eliminators on the new season of "FLATLINERS", set to air in Q2 and Q3, 2013. Currently the industry leader in Quebec's outdoor market, Buck Expert is working towards solidifying their presence across Canada as well as in 11 European countries where Wild TV is carried.

"We are excited to announce our partnership with Buck Expert and look forward to introducing their products on screen to our viewers and fans." said FLATLINERS host Brice Folden. "We value our partnerships and work hard to create an engaging and educational series that showcases high-quality products that we would personally recommend."

Wild TV's has a dedicated audience, and this sponsorship agreement will allow Buck Expert to reach and interact with Wild TV viewers like never before.

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*WILD TV is Canada's only hunting, fishing and outdoor lifestyle television channel, offering high-quality, informative and entertaining outdoor programming. Watch your favourite shows on your television or online using any device. Available via cable (HD), satellite, and video-on-demand, WILD TV provides a superior viewing experience for all hunting, fishing and outdoor enthusiasts.*

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