



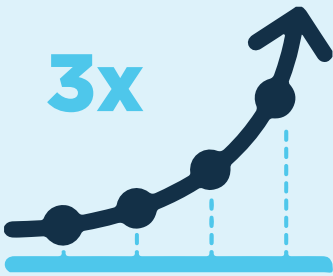
APRIL 1-30, 2015

FREE PREVIEW



2014 FREE PREVIEW RESULTS

3x



AVERAGE AUDIENCE TRIPLED
(Source: Rentrak TV Essentials, April & May 2014)

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The Free Preview was a great opportunity for our customers to experience the network and resulted in double-digit sub growth for Sports Tier subscriptions. We're excited for the opportunity to do it again.

WORLD FISHING
NETWORK AFFILIATE

Sign up for Sports Pack growth with the 2nd Annual World Fishing Network April Free Preview.

You can expect

- Bigger promotion
- More awareness
- More upsell
- More revenue for your Sports Pack

Benefits

- Introduce your subscribers to World Fishing Network and your Sports Tier
- Convert trial into Sports Pack upsell
- Increase your revenue
- We provide all of the marketing materials

How we can work together

- **Get the word out to your subscribers!**
 - › Provide avails for promotional spot
 - › Bill inserts / bill messaging
 - › Online support on your site
 - › Subscriber newsletters / email blast inclusion
 - › Social media inclusion
 - › CSR support
 - › Follow up email to non-subscribers who tuned in
 - › Extend a special offer to hook subscribers to the tier

COMMIT NOW TO BE INCLUDED IN ALL PRE-PROMOTIONAL MATERIALS

If you have any questions or are ready to confirm your participation, please contact Dave Munroe at:

dmunroe@WorldFishingNetwork.com