

NEWS RELEASE

SUBJECT: Flambeau's M.A.D. Brand Game Monitoring System Provides Instant Images

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FOR IMMEDIATE RELEASE

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M.A.D.'s Wildlife Eye® Video System Gets Even Better

Flambeau's M.A.D.® Brand Game Monitoring System Provides Instant Images

M.A.D.'s Wildlife Eye® Game Monitoring System was a best-seller in 2006 based on its ability to record true digital video in both daylight and night by simply adding your own camcorder to the Wildlife Eye System. The Wildlife Eye system gets even better in 2007 with the launch of the Wildlife Eye 2™ (model MD-760). Imagine...no more still shots....you can instantly review real motion video right in the field.



Click image for larger view

The revolutionary motion and clock timer feature of the Wildlife Eye 2 offers the ultimate camcorder video scouting system. A hunter can monitor trail activity by a combination of heat and motion, or the clock timer feature can be set to monitor an entire field, food plot, oak ridge, etc. for a period of (7) days - as if a hunter were actually there. These 2 timer settings offer hunters the unique flexibility in video monitoring.

The Wildlife Eye 2 requires no modifications to your existing camcorder and will operate with hundreds of new and older models of Sony® and Canon® camcorders that include an infra-red remote control or LANC® connector. Operation is easy....just connect the Wildlife Eye to your camcorder and turn the power on.



Operates with all Sony/Canon cameras with a LANC connector or any Sony/Canon camera with an infra-red remote control.



Actual Wildlife Eye 2™ Footage

M.A.D.'s Wildlife Eye 2 is enabled with night vision technology. The unit's powerful, built in invisible infra-red light illuminates up to 40 feet and is not visible to animals. The camcorder can be powered with its own extended life battery or powered using the Wildlife Eye 2's internal 12 volt battery which allows longer run time and is protected inside the Wildlife Eye 2's lockable, weatherproof case.

"Never have I been armed with such priceless information like the Wildlife Eye provided. I shot the largest deer of my life (178 and change), thanks to the Wildlife Eye", stated professional hunter Terry Drury of Drury Outdoors. In addition, Mark Drury of Drury Outdoors states, "I can honestly say with confidence that the Wildlife Eye will change the way game monitoring will be perceived forever. It aided me in harvesting one of the largest deer of my life, 194."



Click image for larger view

Night Vision: The Wildlife Eye's powerful built-in invisible infrared light illuminates up to 40 feet and is not visible to animals.

Bring digital images to life with the Wildlife Eye 2 and locate that trophy buck you know is out there.

M.A.D.®, *Lehman*®, Kenco® Game Feeders, and Featherflex® are brands owned by Flambeau, Inc. Flambeau Outdoors' brands now include gear for every species and season. For more information on Flambeau Outdoors products, please visit www.flambeauoutdoors.com, call: 800-457-5252, or e-mail: outdoors@flambeauoutdoors.com. Flambeau Outdoors products are carried by knowledgeable hunting and fishing stores worldwide – locate the one close to you.

Flambeau Outdoors, a division of Flambeau, Inc., is the most widely recognized manufacturer of quality, innovative outdoor products for the hunting and fishing enthusiast. Flambeau, Inc. is a member of the Nordic Group of Companies. The Nordic Group (headquartered in Baraboo, Wisconsin) consists of 18 service and manufacturing facilities and 26 marketing units around the world. Nordic Group is privately (family) owned with over 2,400 associates. Nordic Group manufactures and distributes plastic and transportation products worldwide for industrial, commercial and consumer markets. For more information or catalog, write Nordic Group of Companies, 414 Broadway, Baraboo, WI 53913 USA, visit www.nordicgroup.com, fax: 608-356-5773 or e-mail: info@nordicgroup.com.

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