



FOR IMMEDIATE RELEASE

CROSSMARK AND FLW OUTDOORS ANNOUNCE RETAILTAINMENT JOINT VENTURE

PLANO, Texas – October 19, 2011 – CROSSMARK and FLW Outdoors have formed a joint venture, Out Front Marketing, to provide innovative retailtainment and experiential marketing solutions for brands to reach consumers directly on the path to purchase. The service will focus exclusively on high-volume Walmart parking lots and store exteriors.

“Recent industry studies indicate that shopper marketing programs are the top marketing investment for consumer goods companies,” said CROSSMARK President Joe Crafton. “The most effective, proven tactics for influencing the shopper on the path to purchase involve word-of-mouth and free samples. Our clients tell us that with today’s on-the-go consumer spending less time watching TV commercials, reaching consumers in a meaningful way has never been more challenging. Out Front Marketing is a highly effective way to reach and connect with consumers when they are in shopping mode, and is not funded from the same budget as retail pricing. Therefore, marketers are better able to support Walmart’s commitment to everyday low prices.”

Out Front Marketing brings excitement to the shopping experience before shoppers enter the store by establishing a dynamic presence in the parking lot. The company places brands out front through the use of experiential marketing centers called Mobile Brand Boxes™. These customized units feature full graphics and are a brand experience on wheels that include a tow vehicle with matching graphics. Mobile Brand Boxes™ can also be equipped with interactive simulators and games as well as other loyalty and brand-building tactics. Each unit will be staffed by highly trained Brand Ambassadors that will travel with the units year-round.

Walmart has commissioned its own Mobile Brand Boxes™ this year featuring the company’s new USDA Premium Beef products by offering free samples of its new beef products freshly barbecued with Kingsford® Charcoal Briquettes in the store parking lots. “Product demos are a great way to make shopping at Walmart more exciting”, said Jack Sinclair, Executive Vice President of Food for Walmart US. “Brands can effectively communicate with Walmart shoppers directly through initiatives like these.”

“Out Front Marketing will be taking proven marketing practices that have been implemented successfully with FLW Outdoors and will showcase products in a new way to create excitement, increase brand engagement and drive greater sales,” said FLW Outdoors Chairman and CEO Irwin Jacobs. “We proactively find the shopper instead of waiting for the shopper to find the brand alongside other competitive brands on the shelf.”

“The excitement in the parking lot will be complemented with in-store merchandising to complete the sale at the point of purchase,” added Jacobs. “This integration is a benefit of the combined capabilities of CROSSMARK and FLW Outdoors with both companies sharing a common vision of activating brands and helping them win in the marketplace.”

Out Front Marketing will use its expertise in working with Walmart and individual brands to create a customized schedule of locations and dates that will result in innovative excitement 300 days a year.

For more information on Out Front Marketing, visit www.outfront.com or call Randy Douglas at (312) 953-6781 or Trisha Blake at (612) 337-1899.

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About CROSSMARK®

CROSSMARK is a leading sales and marketing services company in the consumer goods industry providing growth solutions with exceptional service to manufacturers and retailers. CROSSMARK Events is one of the leading providers of in-store event services in North America and provides in-store product demos and sampling events at Walmart and Sam's Club locations through a joint venture known as "Shopper Events." CROSSMARK's other areas of expertise include Headquarter Sales, Retail Merchandising, Retailer Solutions, In-Store Data Collection, Retail Analytics, and Business Technology Solutions. Headquartered in Plano, Texas, CROSSMARK employs more than 30,000 associates worldwide with 40 offices throughout the U.S., Canada, Mexico, Australia, and New Zealand. For more than 100 years, CROSSMARK has helped some of the most powerful brands in the world achieve their business objectives across a wide range of retail channels.

About FLW Outdoors

FLW Outdoors is the best in fishing, on and off the water. Anglers worldwide can compete for millions over the course of 191 tournaments in 2011. FLW Outdoors has taken fishing mainstream with the world's richest fantasy sports game, FLW Fantasy Fishing presented by Straight Talk, where competitors can play for free as well as sign up for Player's Advantage to gain an edge. For more information about FLW Outdoors and FLW Fantasy Fishing, visit FLWOutdoors.com or FantasyFishing.com.

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