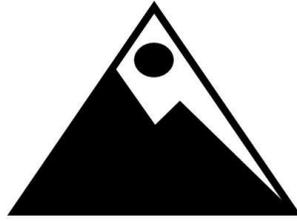


Outdoor



Loyalty

Outdoor Loyalty - The Outdoor Industry and You...

The concept of Outdoor Loyalty engenders the whole conscience of the Outdoor Industry. What was initiated by the Baby Boomer Generation in the Mid 60's, and has grown appreciably every decade since, has become the fastest growing segment of retail. The "Boomers" curated the desires to experience all that the Great Outdoors offers: Activity, Courage, Risk-Taking, Exploration and Challenges. As previous generations evolved from Urban Dwellers to Suburban Communities and beyond, life styles and careers evolved from vocation centered to exploring avocations to balance out their lives. This is the seedbed that the Baby Boomers took and built upon as they navigated their life's journey.

As the boomers progressed thru their education, career paths and presently repurposing of their lives which includes a dedicated appreciation for our environment and outdoor experiences. They have instilled in their children (GenX and Millennial Generation) a real outdoor spirit of engagement, cooperation and collaboration for The Great Outdoors and all that engenders. Advancements in Technology and Discoveries, that have expanded the horizons of outdoor activities, have guided the Outdoor Industry to offer advancements in outdoor sports like hiking, climbing, kayaking, biking and, of course, extreme versions of each. Science and Technological developments of outdoor products have created opportunities to test the boundaries of outdoor experiences for all, including access and skill sets for physically challenged individuals. To this, we are eternally grateful to the ever evolving Outdoor Industry.

We, here at Outdoor Loyalty, are developing opportunities for the "Outdoorists" to be rewarded for their passions to enjoy, respect and sustain the outdoor experience. Everyone is being rewarded by Outdoor Retailers for our loyalty to their individual businesses in the form of "points for purchase". Their continual education about products and activities for outdoor usage is invaluable for our safety and enjoyment while participating in outdoor activities. We at Outdoor Loyalty are taking those Loyalty/Reward programs to a new level by offering "Points for Participation" in outdoor activities. Categories like volunteering our services to support our National Park System, active involvement in supporting Outdoor Youth Programs and participation in activities dedicated to the Sustainability of Planet Earth. These kinds of programs proudly devote their time and energy to support and protect the World we all depend upon for our very existence. We want to pass on to future generations an environment that has been sustained and protected. Outdoor Loyalty thinks you need to be rewarded for your efforts to do just that.

Remember our tagline: Reward...Outdoor...Activities www.outdoorloyalty.com

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