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PRESS RELEASE

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OUTTECH BEGINS SALES AND MARKETING PARTNERSHIP WITH ANI-LOGICS OUTDOORS®

Worthington, MN - Ani-Logics Outdoors®, a leader in scientifically formulated deer nutrition products, is pleased to announce their partnership with Outtech, the premiere leader in sales and marketing in the outdoor industry. Outtech will be working closely with Ani-Logics Outdoors® as their nationwide sales representation partner across multiple channels.

"We are very excited to be working with Ani-Logics," explained Outtech, COO, John Seliga. "They combine a strong passion for the outdoors with a background in animal health and science to produce some of the best deer nutrition products on the market. Our team have been users of the Ani-Logics™ products for years and are excited to now be partners."

Marc Freese, CEO of Ani-Logics Outdoors® views the partnership as a tremendous asset to the brand. "The team at Ani-Logics Outdoors® couldn't be happier and are grateful for the opportunity to work with the experienced sales force at Outtech. Their knowledge and passion of the outdoors coupled with their established relationships and expertise in the outdoor industry, places Ani-Logics™ in a unique position poised for exponential growth."

About Outtech Inc.

Established in 1989, Outtech Inc. is a 100% employee-owned company (ESOP). Outtech is one of the outdoor industry's leaders in sales & marketing, maintaining a portfolio of brand leaders across hunting, camping, fishing, shooting sports, and outdoor lifestyle categories. Outtech is staffed with a group of over 80 industry specialists spread across multiple divisions, with over 1,500 combined years of experience in the outdoor industry. More information about the company can be found at www.teamouttech.com.

About Ani-Logics Outdoors®

Headquartered in Worthington, Minnesota, Ani-Logics Outdoors® started in response to requests for help in fighting the Epizootic Hemorrhagic Disease (EHD) outbreaks of 2012. Their team of veterinarians, scientists, nutritionists, and wildlife biologists worked side by side to develop nutritious deer supplements, resulting in scientifically formulated deer nutrition products designed to support herd health, promote antler growth, and offer exceptional attraction and palatability.

For more information on Ani-Logics™ Outdoors visit www.aniloigcs.com.