

## Viewers Eligible to Win More Than \$2,000 in Gifts and Prizes

New Berlin, Wis. (August 2, 2010) The third quarter show-voting period is now open for the 2010 Sportsman Choice Awards, Sportsman Channel's viewer-generated awards program.

Sportsman's viewers are leading the effort to identify the shows and hosts who will take home top honors at the end of the year. All shows and show hosts airing on the network in 2010 are eligible. The categories are: Best Hunt Show, Best Shoot Show, Best Fish Show, Best Combination (hunting and fishing) Show, and Best Show Host(s). Viewers can place their votes at [www.votesportsman.com](http://www.votesportsman.com).

Currently, viewers can vote for those shows and hosts that appear on Sportsman Channel during the third quarter of 2010, from July through September. Further nomination periods will continue to occur quarterly, for a total of four nominating periods, with finalists announced close to the end of the year. "With the current shows fresh in people's minds, it will be easy for them to move to the computer to vote on their favorite shows and hosts," said Gavin Harvey, CEO of Sportsman Channel. "The response from the first half of the year has been outstanding; we can't wait to announce the finalists this fall."

Sportsman Channel is giving away hundreds of prizes, equating to a prize a day during the year. As an added bonus, all voters will be entered to win a \$500 prize pack, which includes a \$250 Cabela's gift card and merchandise from Sportsman Channel.

With all of the exciting new and long-established shows on the network this year, the 2010 Sportsman Choice Awards promise to be the biggest and best year ever. Please visit [www.the.sportsmanchannel.com](http://www.the.sportsmanchannel.com)

to see the complete list of winners and nominees for the 2009 Sportsman Choice Awards. The 2010 Awards will be announced in January at the Shooting, Hunting, and Outdoor Trade (SHOT) Show in Las Vegas, NV.

About Sportsman Channel: Launched in 2003, Sportsman Channel is the only television and digital media company fully devoted to the more than 82 million sportsmen in the United States, delivering entertaining and educational programming focused exclusively on hunting, shooting and fishing activities. Sportsman Channel is now available in HD, check with your local cable or satellite provider. Acquired by InterMedia Outdoors Holdings in 2006, Sportsman Channel reaches more than 25 million U.S. television households and is a part of the nation's largest multimedia company targeted exclusively to serving the information and entertainment needs of outdoors enthusiasts. Visit [www.thesportsmanchannel.com](http://www.thesportsmanchannel.com) , follow on Twitter, [@SPORTSMANchnl](https://twitter.com/SPORTSMANchnl) ([www.twitter.com/SPORTSMANchnl](https://www.twitter.com/SPORTSMANchnl)), become a Fan on Facebook, [www.facebook.com/sportsmanchannel](http://www.facebook.com/sportsmanchannel) and download Sportsman App at [www.itunes.com/appstore](http://www.itunes.com/appstore)

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