

SPORTSMAN'S VIEW, LLC AND REALTREE ROAD TRIPS TEAM UP FOR MORE REALITY OUTDOOR TV

Atlanta, GA - Sportsman's View LLC, maker of the new hands free hunting video system called The Sportsman's View-Cam™, announced today that they had been chosen by Michael Waddell's Realtree Road Trips for use on the show.

"We are very pleased to be the first wearable and camouflaged video lens system to be utilized by Realtree Road Trips," says Sportsman's View CEO Ben Lee. "Realtree Road Trips has really changed the way we get to experience every dynamic that is going on during a hunting adventure. It's really exciting outdoor entertainment to see that true "over the shoulder" or "down the barrel" reality outdoor TV that everyone is talking about these days. Realtree Road Trips has been pioneering a unique and very successful approach to reality outdoor TV for the last couple years and we're just happy that the Sportsman's View-Cam is a part of that success."

"Realtree Road Trips has really been excited about using the Sportsman's View-Cam on our show while filming this past fall", says Michael Waddell, host and creator of Realtree Road Trips. "The Sportsman's View-Cams have made it easier for us to capture those unique video shots from so many different angles. We are using the Sportsman's View-Cams on almost every Road Trips episode, and it has delivered some awesome video for us." Realtree Road Trips was just recently awarded the distinguished "Fan Favorite" outdoor TV show by the Outdoor Channel.

The Sportsman's View-Cam™, also known as the HuntCam, is a miniature, color video lens system designed to attach to the hunter's hat, bow or gun and allow for hands free video and audio taping while connected to a camcorder. The camcorder can be stored in a waist pack or backpack while the Sportsman's View-Cam continues to record the adventure. The Sportsman's View-Cam is less than 3 inches in length and weighs less than 3 ounces, completely weatherproof and provides quality color video taping of everything you see. The Sportsman's View-Cam is designed to work with most camcorders on the market today and is simple to operate, while providing camouflage design effects so that it blends into the surroundings.

Because the Sportsman's View-Cam is miniaturized and extremely lightweight, sportsmen can use it for any outdoor activity, including hunting, fishing, amusement parks, hiking, or even paintball. The View-Cam not only records video, but audio as well. Now outdoor enthusiasts can capture all of the action as it actually happens, hands free. For more information about The Sportsman's View-Cam, contact your local sporting goods retailer, call toll free at 866-216-8989, or go online and visit the website at www.thehuntcam.com.