



FIRSTLIGHTNET

SPECIALIZING IN THE OUTDOOR DEMOGRAPHIC



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FIRST LIGHT NET IS YOUR CONNECTION FOR SUCCESSFUL TARGET MARKETING TO THE OUTDOOR DEMOGRAPHIC

FIRST LIGHT NET PROVIDES:

Outdoor Targeted Advertising Campaigns
Continuous Modification On Campaigns
Interactive Reporting Interface
Optimization and Targeting Technology
Flexible Ad Format Selection
Service, Quality, and Integrity



ABOUT US

First Light Net has created a bridge for all outdoor companies looking to aggressively increase their internet presence. We own the largest Fishing network on the internet and have expanded our demographics to all outdoor markets. We offer advertising solutions on our network of over 250 sites reaching over 1.6 million outdoor enthusiasts and serving over 30 million ads per month.

Our client driven team will create a cost effective branding strategy for your products by promoting them throughout our network, resulting in increased return on investment and ultimate ad targeting.

We offer a broad range of advertising formats to optimize exposure for your campaign. First Light Net is known throughout the industry for cutting edge, result driven solutions. Our team stays ahead of technology and new techniques in the marketplace and as a result, we guarantee over 300% the industry's click through rate for our clients. Our team works with each client to plan a strategy and maximize the opportunities for B2B and B2C advertising campaigns.



"#1 Rated most highly trafficked
Fishing & Hunting Web Site" - Hitbox.com

THE FACTS: EMAIL PENETRATION IS AT A HIGH OF 91% AMONG INTERNET USERS BETWEEN THE AGES OF 18 AND 64.

In the U.S. 88% of adult Internet users have personal email accounts. Email outscored catalogs as a motivation to bring shoppers to a direct marketer's Web site. 83.2% of marketers list email as their most important advertising tactic because of its ability to drive incremental revenue.

Important Tactics for 2007

Advertising Tactic	Percentage
Email Marketing	83.2%
Search Marketing	61.7%
Display Ads	36.2%
Ad Networks	31.9%
Contextual Targeting	27.7%
Traditional Direct Marketing	27.7%



SERVICES

Banner Advertising:

- Impressions targeted for your specific user
- Support all major AD formats
- Access to our network of over 250 websites
- Real time statistic tracking

Email Marketing:

- Most powerful and effective advertising mediums
- Faster! Cost Effective! Direct targeted!
- Ultimate tracking!
- More effective than traditional direct marketing
- Targeted sponsorship or stand alone email programs

Search Engine Listings:

- Niche sites with outdoor targeted directories
- Niche campaigns with advantages for branding
- Higher conversion and click through rates
- The right sites to promote on
- Creative online ad selection

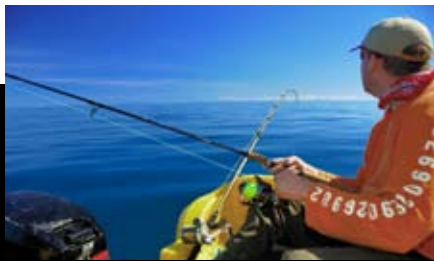
Placements:

- Build an endorsement from our network into your promotional packages.
- Static placement with no monthly limit on impressions
- Retailer's Showcase benefits:

- Unlimited monthly impressions!
- Static text links to improve search engine placement!
- Ultimate in targeted shoppers!

Los Angeles Times

Featured in Los Angeles Times Business section
 "Casting on the Net, Firm Gets More Bites"
 by Karen E. Klien



OUR NETWORK

OUR NETWORK SERVES OVER 25 MILLION ADS MONTHLY!

NETWORK STATS:

Our sports and outdoor websites consist of over 450,000 registered users.
 1.9 million average unique monthly visitors.
 More than double the average internet advertisement click through rate!



Adventureangling.Com
 Alloutdoorsmen.Com
 Anglrexchange.Com
 Bass-Pros.Com
 Bigbassshop.Com
 Bigblowoutsales.Com
 Bigfishcharters.Net
 Bigfishcompany.Com
 Bigfishsearch.Com
 Bigfishtackle.Com
 Bigfishtackle.Mobi
 Bigfishtackle.Net
 Bigfishtaco.Com
 Bigfishtrivia.Com
 Coloradosfishing.Com
 Compufishing.Com
 Domainhunting.Com
 E-Bassfishing.Com
 E-Fishingclubs.Com

Epicoutdoors.Com
 Findafishingguide.Com
 Fishcharters.Com
 Fisherperson.Com
 Fishing.Com.Mx
 Fishing.Us
 Fishingads.Com
 Fishingcard.Com
 Fishingcats.Com
 Fishingcity.Com
 Fishingclothes.Com
 Fishingcomics.Com
 Fishingdiscussion.Com
 Fishingezine.Com
 Fishingfactors.Com
 Fishingfiles.Com
 Fishingfool.Com
 Fishingfunnies.Com
 Fishing-Games.Us

Fishinggoldcoast.Com
 Fishinggraffiti.Com
 Fishingguidefinder.Com
 Fishinghuntingpodcasts.Com
 Fishingicon.Com
 Fishingintheusa.Com
 Fishingjokebook.Com
 Fishingjokes.Us
 Fishingmessageboard.Com
 Fishingmessageboards.Com
 Fishingpixelads.Com
 Fishing-Podcasts.Com
 Fishingrssfeeds.Com
 Fishingstrategies.Com
 Fishtackle.Tv
 Fishtackleauction.Com
 Fishtackleauctions.Com
 Fishtackleblog.Com

Fishtackleblogs.Com
 Fishtackledepot.Com
 Fishtacklepodcasts.Com
 Fishtacklereview.Com
 Fishingtheworld.Com
 Fishingus.Com
 Fishingwords.Com
 Flyfishstore.Com
 Forcheaptravel.Com
 Guidesandcharters.Com
 Hunterorange.Com
 Hunterstradingpost.Com
 Huntingclasses.Com
 Huntingguidefinder.Com
 Huntinginnovations.Com
 Huntingmessageboard.Com
 Huntingmessageboards.Com
 Infiniteoutdoors.Com
 Loanertackle.Com

Massivemotocross.Com
 Monstercross.Com
 Mp3fishingtips.Com
 Myspace.Com/Fishingfiles
 Myspace.Com/Fishtackle
 Outdooranswers.Com
 Outdoorexpo.Com
 Outdoormessageboards.Com
 Outdoornewsjournal.Com
 Outdoorpixels.Com
 Outdoorrssfeeds.Com
 Outdoortracker.Com
 Predatorial.Com
 Predatorialadvertising.Com
 Reservationsandtravel.Com
 Theoutdoorlodge.Com
 Topfishingsites.Com
 Uscats.Org
 Utahfishingevents.Com

FIND THE REST OF OUR NETWORK OF OVER 250 WEBSITES LISTED AT WWW.FIRSTLIGHTNET.COM



bCentral
 Powered by Microsoft

Microsoft BCentral recognizes
BigFishTackle.com
 for excellence in Marketing.

DEMOGRAPHICS

FACT: 44 MILLION PEOPLE OVER THE AGE OF 6 GO FISHING = 1 OUT OF 5 AMERICANS



If sport fishing were a corporation, it would rank above Target, Sears, and Johnson & Johnson on the Fortune 500 list of largest American Companies.

STATISTICS

ANGLERS/FISHING:

Average age of an angler is between 42 - 46 yrs. old.
Southeastern anglers spend the most money on fishing tackle.
1/3 of all anglers are women.
Highest amount of women anglers are in South Central and Northern Plains Regions.
Total anglers - 34,071,000
Total Annual Days Fished 557,394,000
Percent of Total Anglers - 84%

HUNTING AND FISHING:

More than 64 million Americans hunt and fish.
Number of those that hunt, 20 million.
Americans hunt 228 million days per year.
Hunting gear sales are growing faster than all other sporting goods categories.
Teenage girls are the fastest growing market in sport shooting.
72% more women are hunting with firearms.
50% more women are target shooting.
Total Hunters - 13,034,000
Days of Hunting - 153,191,000
Percent of Hunters - 84%

SALES AND ECONOMICS:

An economic contribution of more than \$116 million from fishing continues to grow steadily.
Anglers spent over \$40 billion on equipment: fishing trips, boats, trucks, licenses, & other fishing related products.
50% of all tackle sales were transacted online from January 2007
Almost 10% increase since January 2006



The New York Times
Featured in the Internet Section
"Famous on the Web"
by Michael Pollak

Our mission is to assist you in providing goods and/or services to the fishing, hunting, and outdoor enthusiast.

GET STARTED!

GO TO OUR WEBSITE AND
GET STARTED NOW!

www.FirstLightNet.com



#1 Rated highly trafficked Fishing
& Boating Web Site on the Internet
- Top9.com

CONTACT US!

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Fax: 719 591-0422
Toll Free: 1-877-347-4684

Our website offers standard advertising campaigns to accommodate most clients but even agencies or marketers who want very custom campaigns can order directly from the site. The site can cater a campaign directly to your budget and offer suggestions based on your selected criteria to figure optimum campaigns to meet your needs.

SET UP YOUR ACCOUNT...

AND HAVE THESE TOOLS AT YOUR FINGERTIPS

- Track and manage your campaigns from one location
- Purchase campaigns on hundreds of our sites
- Check the exact status of your campaign
- Find out performance statistics
- Update, change, or create your campaign

OUR RECENT NEWS HIGHLIGHTS:

- Sport Fishing Internet Ad Agency Announces launch of first mobile (dotMobi) fishing report site.
- FLN Acquires New Mexican Extension Domain Name Fishing.com.mx
- FLN Acquires Domain Name FishingEvent.com
- FLN Acquires Domain Name FishingStrategies.com
- New Ad Packages available at BigFishTackle.com
- New Ad Packages available at TheOutdoorLodge.com
- FishingMessageBoards.com #1 on Google.com

RATES

VISIT WWW.FIRSTLIGHTNET.COM
FOR CURRENT RATE SHEET



DISPLAY ADS

- Top Fold 468x60
- Skyscraper 120x600
- Button 125x125
- Video Content Ad 300x250
- Video Content Ad 250x250
- Leader Board 728x90



PAY PER CLICK ADS

Your ad appears beside related search results
People click your ads... and connect to your business

- Button Ad 120x600
- Video Content Ad 300x250
- Video Content Ad 250x250



EMAIL SPONSORSHIP

We offer targeted sponsorship or stand alone email programs for promoting your product or service.

CUSTOM -
CALL FOR QUOTE (719) 572-9065



Featured "Top Rated" in "Fishing Online 1,000 Best Web Sites" book
Featured in Bassin' Magazine's "Guide to the Internet".