

January 29, 2015

## VERIFICATION OF DISTRIBUTION

This letter is to attest Certified Audit of Circulations (CAC) was contracted to verify the distribution of *Outdoor Industry News* magazine during the Shot Show in Las Vegas, NV from Tuesday, January 20<sup>th</sup> through Thursday, January 23<sup>th</sup>, 2015. The distribution of *Outdoor Industry News* took place through two distribution channels: placement in designated hotel lobbies for pick up by trade show attendees and through vendors handing out copies at designated trade show shuttle bus locations.

CAC was able to verify the distribution of *Outdoor Industry News* took place at the times and places shown through a random selection from the attached listing of hotels and shuttle bus locations. CAC was also able to verify that each day a new edition was printed and handed out. No attempt was made to verify the number of copies distributed.

The verification performed by CAC included the following:

1. Onsite visual inspection by CAC auditors of copies placed in hotel lobbies.
2. Onsite visual inspection by CAC auditors at designated shuttle locations in Las Vegas, NV and surrounding towns.
3. Review and confirmation of each day's edition.

Certified Audit of Circulations (CAC) is a tripartite, not for profit membership organization that provides objective verification of distribution claims for paid and free media throughout the United States. CAC was founded in 1956 and is controlled by a Board of Directors representing advertisers, advertising agencies and publishers.



Debbie Maragoudakis

Audit Director

## Source Group - Outside Industry News

### Official Hotels

Aria	3730 Las Vegas Blvd South	Las Vegas	89109
Ballys	3645 Las Vegas Blvd South	Las Vegas	89109
Ceasers Palace	3570 Las Vegas Blvd South	Las Vegas	89109
Circus Circus	2880 Las Vegas Blvd South	Las Vegas	89109
Comfort Inn	4350 Paradise Rd	Las Vegas	89109
Cosmo	3708 Las Vegas Blvd South	Las Vegas	89109
Courtyard	3275 Paradise Rd	Las Vegas	89109
Elara	80 E Harmon Ave	Las Vegas	89109
Embassy Suites	3600 Paradise Rd	Las Vegas	89169
Embassy Suites	4315 Swenson St	Las Vegas	89119
Excalibur	3850 Las Vegas Blvd	Las Vegas	89109
Fairfield Inn	5775 Dean Martin Dr	Las Vegas	89118
Fairfield Inn	3850 South Paradise Rd	Las Vegas	89119
Flamingo	3555 Las Vegas Blvd South	Las Vegas	89109
Hard Rock Hotel	4455 Paradise Rd	Las Vegas	89169
Harrahs	3475 Las Vegas Blvd South	Las Vegas	89109
Hilton	2650 Las Vegas Blvd South	Las Vegas	89109
Hilton Grand Vacations	455 Karen Ave	Las Vegas	89109
Hyatt Place	4520 Paradise Rd	Las Vegas	89169
Las Vegas Marriott	325 Convention Center Dr	Las Vegas	89109
Luxor	2900 Las Vegas Blvd South	Las Vegas	89109
MGM	3799 Las Vegas Blvd South	Las Vegas	89109
Mirage	3400 Las Vegas Blvd South	Las Vegas	89109
Monte Carlo	3770 Las Vegas Blvd South	Las Vegas	89109
Paris	3655 Las Vegas Blvd South	Las Vegas	89109
Planet Hollywood	3667 Las Vegas Blvd South	Las Vegas	89109
Platinum Hotel	211 E Flamingo Rd	Las Vegas	89169
Rio	3700 W Flamingo Rd	Las Vegas	89103
Riviera	2901 Las Vegas Blvd South	Las Vegas	89109
Signature	145 145 E Harmon Ave	Las Vegas	89109
SLS	2535 Las Vegas Blvd South	Las Vegas	89109
Springhill Suites	2989 Paradise Rd	Las Vegas	89109
Stratosphere	200 Las Vegas Blvd South	Las Vegas	89109
Treasure Island	3300 Las Vegas Blvd South	Las Vegas	89109
Tropicana	3801 Las Vegas Blvd South	Las Vegas	89109
Trump	2000 Fashion Show Drive	Las Vegas	89109
Venetian & Palazzo	3355 Las Vegas Blvd South	Las Vegas	89109
Westin	160 E Flamingo Rd	Las Vegas	89109

### Non-Official Hotels

Polo Towers	3745 South Las Vegas Blvd	Las Vegas	89109
Tuscany Suites	255 East Flamingo Rd	Las Vegas	89109

### Shuttle Stops

Ballys	3645 Las Vegas Blvd South	Las Vegas	89109
Ceasers Palace	3570 Las Vegas Blvd South	Las Vegas	89109
Circus Circus	2880 Las Vegas Blvd South	Las Vegas	89109
Cosmopolitan	3708 Las Vegas Blvd South	Las Vegas	89109
Luxor	3900 Las Vegas Blvd South	Las Vegas	89109
MGM	3799 Las Vegas Blvd South	Las Vegas	89109
Monte Carlo	3770 Las Vegas Blvd South	Las Vegas	89109
Planet Hollywood	3667 Las Vegas Blvd South	Las Vegas	89109
Riviera	2901 Las Vegas Blvd South	Las Vegas	89109
SLS	2535 Las Vegas Blvd South	Las Vegas	89109
Tropicana	3801 Las Vegas Blvd South	Las Vegas	89109
Trump	2000 Fashion Show Drive	Las Vegas	89109

### Convention Center Distribution

Monorail (Behind Harrahs)	Walkway From Monorail to Expo	Las Vegas	89109
Sands Expo	201 Sands Ave	Las Vegas	89109