

## 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 Outdoor Retailer Conference in Salt Lake City, UT from Tuesday August 5<sup>th</sup> through Saturday August 9<sup>th</sup>, 2014. 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 Salt Lake City, UT 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 - Outdoor Industry News

**Official Hotels**

Airport Comfort Inn	200 North Admiral Byrd Road	Salt Lake City	UT	84116
Canyons Resort	4000 Canyons Resort Drive	Park City	UT	84098
Courtyard by Marriott Sandy	10701 South Holiday Park Drive	Sandy	UT	84070
Crystal Inn , West Valley	2254 West City Center Drive	West Valley City	UT	84119
Crystal Inn Hotel and Suites	230 West 500 South	Salt Lake City	UT	84101
Doubletree Suites by Hilton SLC	110 West 600 South	Salt Lake City	UT	84101
Embassy Suites West Valley	3524 South Market Street	West Valley City	UT	84119
Fairfield Inn and Suites, SLC Airport	230 North Admiral Byrd Road	Salt Lake City	UT	84116
Grand America Hotel	555 South Main Street	Salt Lake City	UT	84111
Hampton Inn Downtown	425 South 300 West	Salt Lake City	UT	84101
Hampton Inn Sandy	10690 South Holiday Park Drive	Sandy	UT	84070
Hilton Garden Inn Sandy	277 West Segoe Lily Drive	Sandy	UT	84070
Hilton Salt Lake City Center	255 South West Temple	Salt Lake City	UT	84101
Homewood Suites by Hilton	423 West 300 South	Salt Lake City	UT	84101
Hotel Monaco Salt Lake City	15 West 200 South	Salt Lake City	UT	84101
Hyatt Place SLC Downtown / The Gateway	55 North 400 West	Salt Lake City	UT	84101
Little America Hotel	500 South Main Street	Salt Lake City	UT	84101
Marriott Downtown at City Creek	75 South West Temple	Salt Lake City	UT	84101
Marriott Park City	1895 Sidewinder Drive	Park City	UT	84060
Marriott University Park	480 Wakara Way	Salt Lake City	UT	84108
Peery Hotel	110 West Broadway	Salt Lake City	UT	84101
Radisson Hotel Salt Lake City Downtown	215 West South Temple	Salt Lake City	UT	84101
Red Lion Hotel Salt Lake Downtown	161 West 600 South	Salt Lake City	UT	84101
Residence Inn Sandy	270 West 10000 South	Sandy	UT	84070
Salt Lake City Marriott City Center	220 South State Street	Salt Lake City	UT	84111
Salt Lake Plaza Hotel At Temple Square	122 West South Temple	Salt Lake City	UT	84101
Sheraton Salt Lake City Hotel	150 West 500 South	Salt Lake City	UT	84101
Shilo Inn	206 S. West Temple	Salt Lake City	UT	84101
Springhill Suites by Marriott SLC	625 South 300 West	Salt Lake City	UT	84101
Sunrise Lodge, a Hilton Grand Vacations	2307 W. High Mountain Road	Park City	UT	84098
University Guesthouse	110 South Fort Douglas Boulevard	Salt Lake City	UT	84113

**Non-Official hotels**

Baymont Inn & Suites Murray	4465 Century Drive	Salt Lake City	UT	84123
Comfort Inn	877 North 400 West	Layton	UT	84041
Comfort Suites Airport	171 North 2100 West	Salt Lake City	UT	84116
Country Inn & Suites	3422 Decker Lake Drive	West Valley	UT	84119
Courtyard Marriott Downtown	130 West 400 South	Salt Lake City	UT	84101
Days Inn	315 West 3300 South	Salt Lake City	UT	84115
Days Inn	7251 South 300 West	Midvale	UT	84047
Econo Lodge Downtown	715 W. North Temple	Salt Lake City	UT	84116
Fairfield Inn	12117 S. State ST	Draper	UT	84020
Hampton Inn North	3293 South 800 West	Woods Cross	UT	84087
Hampton Inn & Suites	2923 W. Center Park Drive	West Jordan	UT	84084
Hilton Garden Inn	250 West 600 South	Salt Lake City	UT	84101
Hilton Garden Inn Salt Lake City Airport	4975 Wiley Post Way	Salt Lake City	UT	84116
Homewood Suites	844 E. N Union Ave.	Midvale	UT	84047
Howard Johnson Express	121 North 300 West	Salt Lake City	UT	84103
Hyatt Escala Lodge	3551 N. Escala Court	Park City	UT	84098
Hyatt Place / Cottonwood	3090 East 6200 South	Holladay	UT	84121
LaQuinta Inns and Suites	4905 W. Wiley Post Way	Salt Lake City	UT	84116
Marriott South Salt Lake City	594 West 4500 South	Salt Lake City	UT	84123
Marriott's Summit Watch	780 Main Street	Park City	UT	84060
Motel 6 Salt Lake City Airport	1990 W. North Temple	Salt Lake City	UT	84116
Park City Peaks Hotel	2346 Park Ave.	Park City	UT	84060
Radisson Hotel Salt Lake City Airport	2177 W. North Temple	Salt Lake City	UT	84116
Ramada Limited	2455 South State Street	Salt Lake City	UT	84115
Ramada Salt Lake Inn	1659 West North Temple	Salt Lake City	UT	84116
Royal Garden Inn	154 West 600 South	Salt Lake City	UT	84101
Salt Palace Convention Center	100 S. West Temple	Salt Lake City	UT	84101
Staybridge Suites	3038 S. Decker Lake Drive	West Valley City	UT	84119
Super 8 Motel Midvalley	7048 South 900 East	Midvale	UT	84047
Treasure Mt Resort	255 Main St	Park City	UT	84060

**Shuttle Stops**

Airport Comfort Inn	200 North Admiral Byrd Rd.	Salt Lake City	UT	84116
Courtyard by Marriott Sandy	10701 South Holiday Park Drive	Sandy	UT	84070
Crystal Inn , West Valley	2254 West City Center Drive	West Valley City	UT	84119
Crystal Inn Hotel and Suites	230 West 500 South	Salt Lake City	UT	84101
Doubletree Suites by Hilton SLC	110 West 600 South	Salt Lake City	UT	84101
Embassy Suites West Valley	3524 South Market Street	West Valley City	UT	84119
Hampton Inn Downtown	425 South 300 West	Salt Lake City	UT	84101
Hampton Inn Sandy	10690 South Holiday Park Drive	Sandy	UT	84070
Hilton Garden Inn Sandy	277 West Segoe Lily Dr.	Sandy	UT	84070
Homewood Suites by Hilton	423 West 300 South	Salt Lake City	UT	84101
Hyatt Place SLC Downtown / The Gateway	55 North 400 West	Salt Lake City	UT	84101
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