



Media Mayhem Corporation Expands Its Outdoor Network to over 200 Websites; Creates Haven for Outdoor Enthusiast
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LOS ANGELES, Oct 09, 2008 (BUSINESS WIRE) -- Media Mayhem Corporation (MMC) announces Thursday the expansion of its more than four hundred websites that cater to the outdoor enthusiast. MMC is launching an explosive campaign to bring immediate attention to its clients in an industry that creates billions of dollars a year in revenue.

Whether it is emphasis on the fisherman or the hunter, MMC is breaking new ground in an environment that is almost completely niche driven by becoming the exclusive advertising representation firm for The First Light Network's online advertising and marketing. MMC now has full exclusivity for advertising on the massive number of outlets which include sites such as Fishingfiles.com, Bigfishtackle.com, Alloutdoorsmen.com, Huntingmessageboards.com, and Fishing.us.

"Our outdoor network of sites is a collective project Media Mayhem has been working on this year and we firmly believe when you combine the resources that are linking together, you are looking at a monopoly for our advertisers in the competitive world of outdoor sporting," says Media Mayhem President Scott Messick. "We are giving advertisers literally dozens of options to get their product and message out to tens of millions of viewers on over two hundred outdoor/sporting sites. MMC is ready to help our clients and advertisers take full advantage of the nearly \$40 billion dollars a year that consumers spend on the lifestyle." Demographically speaking, fishing continues to grow on a yearly level with recent statistics showing one in five Americans actively fish for hobby or sport. While the worlds of fishing, hunting, and camping continue to grow in an ever puzzling economy, the market performance continues to astound the fiscal experts who point to online sales blowing off the roof in 2007 where over 50% of all tackle sales were purchased on the web.

"We are seeing huge swings in the number of women who are also entering the market as well from sport, hunting, and target shooting... young women are becoming a hot commodity for advertisers and while we are keeping our focus on the main line sportsman, we are looking forward to the future of the lifestyle and right now that is in that demographic." MMC's vertical line of outdoor sites will be an open door for advertisers to come and spread a custom campaign to their liking whether it is using custom targeted re-skins, sponsorship opportunities, banner ads, contests, video units, pre-rolls, rich media, or interstitials. Media Mayhem is also taking the message offline as well offering campaigns with sensory branding, strategic brand positioning and marketing, talent and celebrity acquisition and endorsements, street marketing and dozens of other marketing solutions.

About Media Mayhem Media Mayhem's slogan of "fusing experience, strategy, technology and drive" describes a full-service advertising representation firm. Services include online and offline marketing, and event sponsorships. The firm specializes in building lifestyle-based advertising solutions for clients and engaging consumer audiences through branded film, music, art, fashion, sports, technology, entertainment and lifestyle experiences, across niche vertical markets.

Since its inception in 2006, Media Mayhem has created hundreds of successful campaigns as well as merged with Grace Advertising which has hosted dozens of exclusive parties and red carpet events in France, Italy, Canada - and cities across the United States including Los Angeles, New York, Miami, and Chicago.

More information is available at <http://www.mediamayhem.com>.

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