



Orvis Endorsed Mailing List Program

Program Recap:

- 1) A name use program open to all Orvis Endorsed Lodges, Outfitters, Guide Services and Guides has been established which will enable all participants to access a database of Endorsed operations customers and Orvis house file names.
- 2) All participants will have access to Orvis direct marketing services including
 - Up to 2,500 Orvis house file names a year segmented and prepared for mailing at one of our two mailing houses. If desired, the endorsed operations will have access to these names in order to perform three distinct mailings within a 12 month period.

Rules of Participation:

Due to our partnership this program open to all Endorsed members; there is no minimum number of names required for participation. Many of the names we would provide for your mailings are top tier customers who would never have their name shared. We want this program to work well for you, so we are willing to provide you with our best.

Direct mail effort must pass through Orvis for creative and content approval and will be coordinated through the Orvis approved mail house suggested by our Orvis marketing team.

Requests for names must be made five weeks prior to the anticipated mail date of the piece.

Invoicing:

All mail expense will be billed directly to Orvis by the mail house. Upon Orvis' payment of the invoice, we will then bill you for the exact amount and invoice you accordingly. As you know, this is one of the many benefits to being Orvis Endorsed and there is no additional charge for in house direct marketing services.

Contacts:

Tom Evenson – evensont@orvis.com (Western Fishing operations -point person to get started)

Scott McEnaney – mcananeys@orvis.com (Eastern Fishing operations - point person to get started)

Reid Bryant – bryantre@orvis.com (Wingshooting operations - point person to get started)

List pulling and segmentation will come from:

Meredith Pratt – prattm@orvis.com (Primary Contact - Orvis Mailing List Program)

Eric Johnson – johnsone@orvis.com (Secondary Contact)