



Mossy Oak BioLogic® Addiction
– A Big Game International brand

Mossy Oak BioLogic Addiction
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FOR IMMEDIATE RELEASE

Mossy Oak BioLogic® Renews Rock Starz Photo Contest for 2016, Extends Sweepstakes to Instagram

Northbrook, IL - January, 2016 - Mossy Oak BioLogic® is set to renew its annual Rock Starz online photo contest and sweepstakes for 2016, complete with all-new weekly prize packages, and the same great grand prize: an all-expenses paid dream hunt.

Over its first two years, the Rock Starz contest has experienced overwhelming growth. Having significantly expanded the promotional presence in 2015 over that of the inaugural launch in 2014, this year's Rock Starz contest is set to drive 20 million consumer impressions on television as well as an additional 155 million impressions through social media. In 2016, the contest will continue this expansion by extending its reach to include Instagram, the world's most popular image sharing network.



The terms of the contest will remain the same as the previous years. Interested contest participants will upload their best whitetail photos taken on their game camera and lured in by Mossy Oak BioLogic® Addiction attractants. Those who share with their Facebook friends and Instagram followers to try to gain votes have a higher chance of winning the grand prize: an all-expenses paid dream hunt at a premier hunting outfitter offering some of the best whitetail, black bear, and waterfowl hunting. Mossy Oak BioLogic® has also teamed up with PSE Archery®, Record Rack®, Moultrie® Cameras and Feeders,

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Yukon Gear®, Addiction Attractants and Mossy Oak® Hunting Accessories to put together a collection of great prizes—from game cameras, bows, and attractants, to camo gear and branded RAM® Truck gear. Prize packs will be given away weekly, with larger prize packs awarded every month. The contest is slated to run through December 31, 2016 at www.addictionattractants.com.



“The RockStarz contest has been a great way to both engage consumers and increase awareness of our affordable and effective line of Mossy Oak BioLogic® Addiction deer attractants. The past two years, we've had the opportunity to change the lives of two lucky customers, as well as give away great hunting gear to dozens more, and we're thrilled to do it again,” said Jena Muasher, Marketing Manager for Big Game International brands.

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About Mossy Oak BioLogic®:

Mossy Oak BioLogic® was developed by Mossy Oak® founder Toxy Haas, and reflects his passion for managing whitetail deer populations for the benefits of hunters, local human populations and the whitetail breed. Mossy Oak BioLogic's research has led to better food plot management and an array of high quality products such as the BioRock and Addiction attractant lines. For more information about Mossy Oak BioLogic® attractants, please visit www.addictionattractants.com.

About Big Game International:

Big Game International is a leading manufacturer and designer of products in a wide range of popular outdoor sporting goods categories. The company's in-depth expertise in sourcing, product development, packaging, cosmetics and marketing allows Big Game International to deliver high quality, competitively priced products and programs to our partners and customers. For more information about Big Game International, please visit www.biggameintl.com.

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