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***Ram Outdoorsman* Comes to NBC Sports Network in 2012**

October 13, 2011, Denver - Officials from Orion Entertainment announced that the new *Ram Outdoorsman* series will launch on NBC Sports Network in the fall of 2012 (VERSUS will become NBC Sports Network in Jan 2012). The new series will focus on North America's finest hunting and angling destinations from Alaska to Texas.

"This new series will provide the Ram Outdoorsman with even greater visibility among America's 50 million sportsmen," said Fred Diaz, President and CEO Ram Truck Brand and Chrysler de Mexico – Chrysler Group LLC. "Chris Dorsey and Gerald McRaney are two of the best known and most credible personalities in the outdoors. Working with Orion Entertainment helps the Ram Truck brand speak directly to customers and demonstrates our commitment to the outdoors and outdoors enthusiasts."

The series coincides with the highly successful launch of the Ram Outdoorsman pickup. Designed by a team Ram Truck engineers who are passionate about hunting and fishing, the Ram Outdoorsman is a complete, ready-to-go solution to an outdoor enthusiast's demanding needs.

Ram Outdoorsman is produced by Denver-based Orion Entertainment, the world's largest independent producer of outdoor adventure programming with numerous series and specials airing and in production for NBC Sports, A&E, Discovery, Discovery's Velocity, DIY and multiple outdoor networks.

VERSUS, part of the NBC Sports Group, prides itself on super-serving passionate sports fans across all platforms. Now in more than 76 million homes, the network is the cable television home of the National Hockey League (NHL), IZOD IndyCar Series, Tour de France and Professional Bull Riders (PBR). VERSUS also airs NASCAR, NBA, UFC, college football, college basketball and Triple Crown horse racing coverage. The network is also home to the best outdoor programming on television. VERSUS is distributed via cable systems and satellite operators throughout the United States.

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