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Ram Truck Brand and Mossy Oak® Announce Partnership

May 31, 2010, Auburn Hills, Mich. -

The Ram Truck brand and Mossy Oak® brand camouflage are joining forces on a multifaceted partnership aimed at America's outdoor enthusiasts.

The Ram Truck Brand will become a major sponsor of Mossy Oak-produced television shows airing on the Outdoor Channel and the Pursuit Channel. In addition to commercial slots, Ram Trucks will be utilized by and featured in many of the shows.

Ram Trucks will become a full or presenting sponsor of:

Hunting the Country, Outdoor Channel (Tuesdays at 9 p.m. ET)

The Obsession Revealed, Pursuit Channel (Sundays at 9 p.m.)

Fist Full of Dirt, Pursuit Channel (Wednesdays at 9 p.m.)

Turkey Thugs (1Q/2Q) / Deer Thugs (3Q/4Q), Pursuit Channel (Sundays at 10:30 p.m.)

Quality Whitetails Television, Pursuit Channel (Wednesdays at 8:30 p.m.)

Mossy Oak Classics, Pursuit Channel (Mondays at 9 p.m.)

"Most of our Ram Truck owners proudly participate in hunting and fishing," said Fred Diaz, President and CEO - Ram Truck Brand, Chrysler Group LLC. "Not only can we speak directly to their passions through these television programs, but we also demonstrate our commitment to the outdoors and outdoors enthusiasts."

"No one appreciates the power of a 'Brand' as much as we do at Mossy Oak," said Ronnie "Cuz" Strickland, EVP of Mossy Oak. "The folks at Ram Trucks are as proud of their brand as we are, and rightfully so. To have Ram step up to communicate with hunters and outdoorsmen through our Mossy Oak programming speaks volumes about their commitment to the outdoors and we are extremely proud to partner with Ram to spread their message."

Working with Mossy Oak, Ram Truck and Mopar are also exploring new product features, accessories and merchandise that appeal to hunters and sportsmen who own trucks.

Ram Heavy Duty owner demographics illustrate a passion for the outdoors: 47 percent hunt, 57 percent fresh water fish, 33 percent salt water fish, 36 percent own power boats and the 37 percent tow camping trailers.

In response, Ram engineers have worked hard to build Ram Trucks that are appealing to hunters and outdoorsmen. Among the Ram's friendly features:

- Outside: RamBox cargo management system with dry, lockable, lighted and drainable (easy cleaning) exterior storage bins
- Inside: hidden, easy-to-clean in-floor storage
- New interiors offer refinement and long-distance hunting trip comfort
- Mega Cab remains the largest in the industry; well suited to carrying a full-size hunting party
- Proven and reliable powertrains including the 5.7-liter HEMI and 6.7-liter Cummins Turbo Diesel

Master Sportsmans Tour

In March, the Ram Truck Brand announced a 26-state, 50-venue Master Sportsman's Tour designed to give 1.7 million hunters and fishermen an up-close look at the all-new, redesigned 2010 Ram Heavy Duty pickup. The Ram Truck Brand in cooperation with dealers in regions with a heavy concentration of hunting, fishing and boating participants will be setting up camp at many of America's top outdoors expositions and showing off their trophy-winning Ram 2500 and 3500 Heavy Duty pickup trucks.

Golden Bullseye Award

American Hunter magazine awarded the Ram 1500 a prestigious Golden Bullseye Award in recognition as its 2009 Vehicle of the Year, calling it "the complete package." Editors added that "what clinched the award for the Ram was the new RamBox cargo management system. These dry, lockable storage compartments provide the perfect spaces for your hunting gear ... without compromising bed space."

Rammunition Monster Truck

Also in March, Mossy Oak, Ram Trucks and Hall Brothers Racing announced a new paint scheme for the Rammunition monster truck featuring Mossy Oak's newest pattern: Break-Up Infinity. Rammunition is part of the Monster Truck Racing Association (MTRA), which is made up of many of the top monster truck teams in the industry. Hall Brothers Racing team uniforms and merchandise also features Mossy Oak's Break-Up Infinity pattern.

Mossy Oak's TV Lineup

Hunting the Country: Mossy Oak's flagship product for delivering the true, positive messages of the sport, Hunting the Country continues to be one of the favorites on the Outdoor Channel. With an emphasis on the traditions of the outdoors and a focus on the joy of sharing the outdoor experience.

The Obsession Revealed: Hosted by Mossy Oak's Ronnie "Cuz" Strickland and featuring the work of some of the best field producers in the business, The Obsession Revealed adds fuel to the fire for those viewers obsessed with turkey and whitetail hunting.

Fist Full of Dirt: A do-it-yourself how-to series, Fist Full of Dirt, wrings out the custodial nuances of improving habitat for the health and perpetuation of wildlife.

Mossy Oak Classics: Rebroadcasts of Mossy Oak's Hunting the Country have been exclusively aired on the Outdoor Channel since the late 1990s. Renamed and retooled in 2003, Mossy Oak Classics will now deliver popular, high-rated episodes from the past straight into the living rooms of Pursuit Channel's Monday night Audience.

Turkey Thugs: Takes the viewer over the shoulder and into the woods with the most experienced hands in the game.

Deer Thugs: Follows the hardest of the hardcore whitetail hunters to learn what they know that sets them apart.

Quality Whitetails Television: The Quality Deer Management Association's terrific television series is the whitetail hunter's favorite half hour. Join the QDMA crew weekly for an education in the most hunted big-game species in the world.

About Haas Outdoors

Haas Outdoors Inc., headquartered in West Point, Miss., was established in 1986 and is home of Mossy Oak (www.mossyoak.com). Mossy Oak specializes in developing and marketing modern camouflage designs for hunters and outdoorsmen. Mossy Oak patterns can be found on a multitude of products worldwide. Haas Outdoors Inc. markets its services and products under widely recognized brands including: Mossy Oak, BioLogic, Mossy Oak Productions, MOOSE Media, Nativ Nurseries, and Mossy Oak Properties.

About the Ram Truck Brand

With a work-hard, play-hard attitude, the Ram Truck brand offers the boldest, most powerful and capable pickup truck

lineup on the planet.

The Ram Truck brand will add to its award-winning truck lineup with the introduction of its all-new 2010 Ram 2500 and 3500 Heavy Duty trucks, Motor Trend's Truck of the Year. The new heavy-duty trucks provide customers with first-time innovations and features along with new standards of strength, utility and driveability, building on the Ram's leadership in the heavy-duty pickup segment.

Introduced in 2008, the Ram 1500 is a game changer in terms of its ability to "outsmart" and "out-tough" the competition with its bold exterior design, crafted and refined interior, engineering excellence, superb innovation and best-in-class features and amenities. The Ram 1500 also ranks at the top of Strategic Vision Inc.'s (SVI) 2009 Total Quality Index™ (TQI) in the full-size truck segment. According to the survey, the Ram 1500 leads the way with the highest Total Quality score of any truck in the 15-year history of the study. Customers specifically noted that the Ram has the best added storage capability along with the best truck interior ever rated by customers.

The Ram Truck brand will further enhance its commercial vehicle presence with the introduction of a "new crew" of commercial-grade work trucks: the new 2011 Ram 3500, 4500 and 5500 Chassis Cabs. Led by an all-new crew cab, the new 2011 Ram Chassis Cabs are built on a proven frame and chassis, and engineered for maximum uptime, optimum performance and enhanced commercial capability.

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