

Mosquito Control Media Kit



Put mosquitoes in their place



MOSQUITO MAGNET®



MOSQUITO MAGNET®
www.MosquitoMagnet.com

Put mosquitoes in their place.



March, 2010

Mosquito Magnet®

As you'll discover in this digital press kit, Mosquito Magnet® is the patented, global, long-term solution that is scientifically proven to safely and effectively control mosquitoes. Mosquito Magnet is helping thousands of families enjoy — and feel safer in — their backyards by reducing the biting annoyance of mosquitoes and spread of mosquito-borne diseases. No wonder Mosquito Magnet is the #1-selling mosquito trap in the U.S.

As you review the news releases, videos, product and market data in this press kit, please feel free to contact me with any questions or for additional information.

Andrea Long
Mosquito Magnet® Senior Brand Manager

PRESS KIT CONTENTS

1. PRESS RELEASES

2. INFORMATION

- How Mosquito Magnet® works and use of attractants
- Mosquito breeding and activity areas (map)
- Trap Placement
- Mosquito-borne diseases such as West Nile Virus
- Independent testing (link to the web site)
- Product specifications
- Retailer list
- 360° customer support
- Testimonials from customers

3. ADVERTISING SCHEDULE, VIDEOS AND ARTICLES

- “Sounds of the Season” Commercial
- “Biting Remarks” Testimonial Video
- “Meet the Experts” Science Video
- Video clips from BobVila.com and “The Money Pit”
- Men’s Journal article



MOSQUITO MAGNET®
www.MosquitoMagnet.com

Put mosquitoes in their place



Mosquito Magnet® Proudly Announces New 360° Customer Support Program

Lititz, PA, March 3, 2009 – Mosquito Magnet® introduces an improved customer service program to support its line of mosquito traps. Whether you have a trap placement question or need help starting your Mosquito Magnet® trap, the new Mosquito Magnet® 360° Customer Support Program is your first line of defense!

Questions? Need Help? No Problem!

Mosquito Magnet® is dedicated to providing superior consumer care three different ways - by phone, online and in person. No other mosquito trap manufacturer offers a comprehensive post-sale service like this one!

“Mosquito Magnet® traps are backed by 18 years of research and over 15 patents that make our traps technologically revolutionary,” says Andrea Long, Category Development Manager at Woodstream Corporation. “As the market’s leader, it is our goal to provide a quality product backed by a comprehensive post-sale support program allowing the consumer to buy our mosquito traps with confidence.”

“The brand has been built on science, service and support - the new 360° Customer Support Program ensures any consumer question is timely and satisfactorily addressed,” says Long.

The Exclusive Mosquito Magnet® 360° Customer Support Program in a glance:

☎ By Phone - 1-800-953-5737

Our Mosquito Magnet® consumer care representatives have undergone extensive training to answer all questions regarding our products; including those related to trap placement, start up, maintenance, storage, etc.

🖱 Online - www.mosquitomagnet.com

Log into our website for interactive trap placement assistance tools, maintenance tips, answers to FAQs and much more! Also, validate your warranty by registering your trap online.

☺ In Person

Please do not return Mosquito Magnet® traps to the store. We will take care of you! Our In-Warranty and Out-Of -Warranty service is supported through our local Certified Service Centers located throughout the U.S. These Certified Service Centers have undergone extensive training to be authorized to support this product line.



(continued)



MOSQUITO MAGNET®
www.MosquitoMagnet.com

Put mosquitoes in their place



Mosquito Magnet® is a registered trade mark of Woodstream Corp.

For more information please visit:

- Mosquito Magnet® Web Site (www.mosquitomagnet.com)
- Online Consumer Support (<http://www.mosquitomagnet.com/support>)
- Certified Service Center Locator (http://www.mosquitomagnet.com/store_locator/Service/)

About Mosquito Magnet ®:

Mosquito Magnet® is the leading biting insect trap in the consumer/residential market and is the only long-term solution that is scientifically proven to effectively reduce mosquitoes and other biting insects.

Pioneering accomplishments:

- The first carbon dioxide-based biting insect trap for commercial use
- The first propane-powered mosquito trap for consumer use
- Lurex3™, the first and only EPA-approved attractant specifically formulated to capture the invasive Asian Tiger Mosquito, a known carrier of West Nile Virus
- Patented lure cartridges to gradually release measured amounts of attractants, an advanced design to ensure cartridge replacement and propane refilling are synchronized
- Invented the Counterflow™ Technology, designed to emit a precise amount of carbon dioxide, heat, attractant and moisture, while simultaneously vacuuming insects into a net, taking advantage of the mosquito's instinct to turn upwards as it approaches the trap

About Woodstream Corp:

Woodstream Corporation is a long-standing, privately held company and a leading manufacturer and marketer of quality-branded wild bird feeders, rodent control products, caring control products for pets and wildlife, decorative garden accents & natural solutions for lawn and gardens.

Woodstream Corp. acquired assets related to the Mosquito Magnet® line of products including the Defender, Liberty and Liberty Plus models and the Net and Attractant consumables associated with these products in April 2007.



MOSQUITO MAGNET®
www.MosquitoMagnet.com

Put mosquitoes in their place



Since Acquiring Certain Assets of the Mosquito Magnet Brand from American Biophysics Corp., Woodstream Corp. Has Refined Product

Lititz, PA, March 17, 2010 – Many homeowners and gardeners know Mosquito Magnet® products (www.mosquitomagnet.com) are some of the best mosquito and biting insect control devices on the market -- backed by nearly two decades of scientific research and more than 15 patents. But what many consumers don't know is that Woodstream Corporation (www.woodstreamcorp.com) has been optimizing the Mosquito Magnet product line since the company acquired certain assets from American Biophysics Corp. three years ago.

Upon acquisition of the Mosquito Magnet line of products -- including the Defender, Liberty and Liberty Plus models and the Mosquito Magnet accessories -- Woodstream immediately began analyzing, reassessing and optimizing the traps and their components. This resulted in an upgrade of a patented, high-tech mosquito trap scientifically proven to disrupt mosquito breeding cycles, making the nuisance and discomfort of mosquitoes and biting insects a thing of the past for homeowners who use a Mosquito Magnet in their yard.

As Woodstream continued to optimize the brand, three new mosquito traps were envisioned and produced -- the Patriot, Independence and Executive models. All three traps are supported by proven technology and 360 Degree Customer Support.

Mosquito Magnet traps use patented CounterFlow™ technology to emit a stream of carbon dioxide, produced by an ordinary propane tank through a flameless catalytic conversion process; the carbon dioxide, which mimics human breath, initially attracts the mosquitoes. As they near the Mosquito Magnet, they are further drawn in by the short-range attractant released in the carbon dioxide. Not leaving anything to chance, the Mosquito Magnet captures the mosquitoes in a vacuum and pulls them into the device's net, where they dehydrate and die within 24 hours.

Placed between mosquito breeding areas -- commonly standing water, bushes and shrubs -- and human activity, the Mosquito Magnet controls mosquitoes all season long.

“Not long after the acquisition, we optimized and upgraded the Mosquito Magnet product line and introduced three new models and our exclusive 360 Degree Customer Support program,” explained Andy Long, Brand Manager. “We are dedicated to providing superior products and superior consumer care -- by phone, online, and in person.”

“Mosquito Magnet was a solid product to begin with,” Long said. “Woodstream simply refined the product to make it the industry-leading technology it is today.”

Woodstream offers demo videos, an interactive program that helps consumers choose the right placement for their Mosquito Magnet, a library of informational articles and more at MosquitoMagnet.com. To learn more, visit www.mosquitomagnet.com or www.woodstreamcorp.com.



MOSQUITO MAGNET®
www.MosquitoMagnet.com

Put mosquitoes in their place.







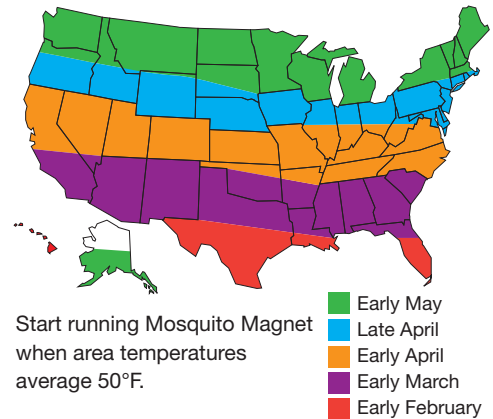
HERE'S HOW MOSQUITO MAGNET® PUTS MOSQUITOES IN THEIR PLACE.



A little knowledge goes a long way to minimize your mosquito problem. The information below tells you more about mosquitoes, attractants and how Mosquito Magnet® works. Please visit www.mosquitomagnet.com or call our Consumer Tech Support at **800.953.5753** with any questions. Or see the results of [independent tests](#) that have proven that the Mosquito Magnet is more effective and captures more types of biting insects and mosquitoes than any other mosquito trap on the market.

Mosquito Facts

-  Mosquitoes are active and begin breeding when the average temperature reaches 50°F. Mosquito Magnet traps should be started at this time and run continuously, 24 hours a day, 7 days a week for optimal results, until the temperature drops in the fall.
-  Only female mosquitoes bite. They need protein from our blood to fertilize their eggs. A female mosquito can lay up to 1,000 eggs in her lifetime.
-  Mosquitoes navigate to humans by the carbon dioxide (CO₂) we exhale combined with heat and moisture. They can detect people from up to 200 feet away.
-  Mosquitoes are non-migratory. Mosquitoes that bite generally come from within 100 yards of their breeding area.



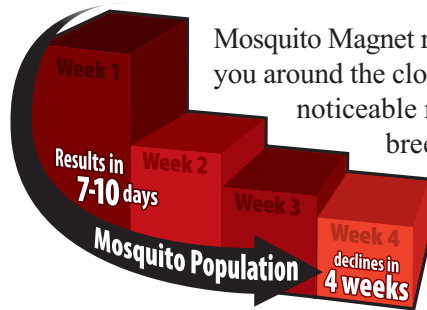
How Mosquito Magnet Works



1. Mosquito Magnet **LURES** mosquitoes: Mosquito Magnet continuously spreads a colorless, odorless plume of carbon dioxide (CO₂) — the natural compound humans exhale — across mosquito breeding areas, attracting mosquitoes to the trap.
2. Mosquito Magnet **CAPTURES** mosquitoes: The **Counterflow™ Technology** expels a silent, odorless plume of CO₂ and short-range attractant (**Octenol** or **Lurex^{3™}**) which lures biting insects to the trap. They are then vacuumed into a net where they dehydrate and die within 24 hours.
3. Mosquito Magnet **CONTROLS** mosquitoes: By capturing the egg-laying female mosquitoes, Mosquito Magnet disrupts mosquito breeding cycles, dramatically reducing the biting-insect population for long-term control.


~ continued next page ~


Note on Mosquito Magnet Operation





Mosquito Magnet runs continuously for optimal results (24 hours/7 days a week) to protect you around the clock. Mosquito Magnet begins catching mosquitoes immediately and noticeable results are seen within 7 to 14 days. Allow 4 weeks to interrupt the breeding cycle and significantly reduce the mosquito population.

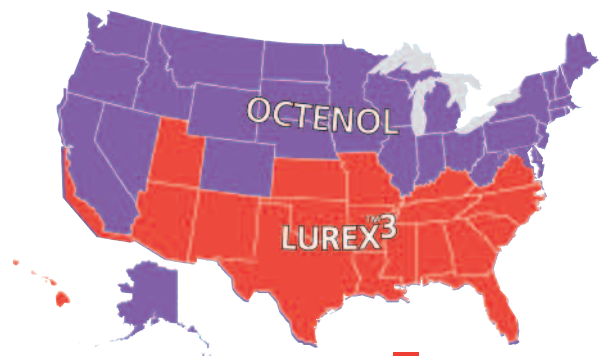
Attractants


 Secondary attractants are extremely important to the success of Mosquito Magnet. Using a new attractant every 21 days as directed can increase your catch results by 10 times vs. only using CO₂.

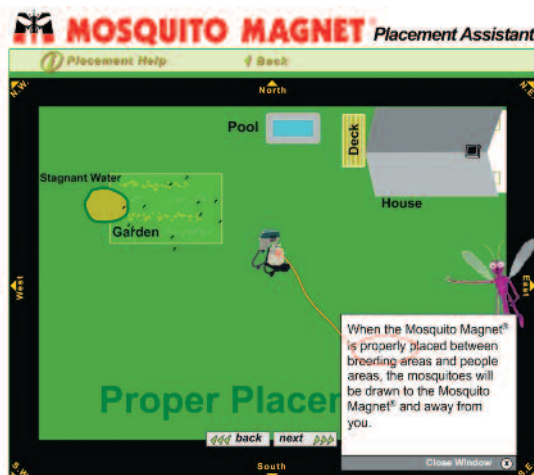
 **Lurex³**™ is a breakthrough attractant specially designed for hard-to-catch species, such as the Asian Tiger mosquito that may carry diseases like West Nile virus.

 **Lurex³** is the only attractant with proven effectiveness against the day-biting Asian Tiger mosquito.

 Consumers in the northern half and coastal regions of the U.S. should try **Octenol** first, an EPA-registered secondary attractant that mimics human breath. Consumers in the southern half of the U.S. should try **Lurex³** first, as the Asian Tiger mosquito may be the predominant species in these areas.



 For Asian Tiger and other hard-to-catch mosquitoes



Trap Placement

Not catching enough mosquitoes?

Proper placement of your Mosquito Magnet trap is crucial to its success. Find its ideal placement with our [trap placement assistant](#) — an interactive application that allows you to create your own yard and recommends the trap's best placement based on your needs.

Mosquito-Borne Diseases

Many people believe that mosquitoes are simply annoying insects that bite and leave an itchy bump that will just disappear in a few days. What they don't realize is that these tiny pests may carry deadly diseases that cause thousands of illnesses and deaths each year. With the increase in international travel, no one is immune. Learn more about [West Nile Virus](#), [Dengue Fever](#), [Yellow Fever](#), [Malaria](#) and [more](#).



Read more about this Yellow Fever Mosquito (left), and other pests in Mosquito Magnet's [Biting Insect Library](#).

Other Sources

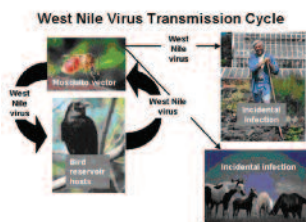


Learn about the [Mosquito Activity Forecast](#) in your area with this convenient online tool on the The Weather Channel.



This [2009 West Nile Virus Activity in the United States Map](#) from the Centers for Disease Control (CDC) shows the distribution of avian, animal, or mosquito infection occurring during 2009, with number of human cases if any, by state.

What you can do to help [Fight the Bite!](#)



The American Mosquito Control Association (AMCA) provides information pertaining to the transmission cycle of the [West Nile Virus](#).



MOSQUITO MAGNET®
www.MosquitoMagnet.com

Put mosquitoes in their place



MOSQUITO MAGNET® PRODUCT SPECIFICATIONS AND RETAILER LIST

PATRIOT*



- Covers 1 acre
- Advanced air flow system
- Counterflow™ Technology
- Easy 3-part assembly
- 50 ft. power cord
- Simple, 1-button operation
- Self-contained bug bag

INDEPENDENCE*



- Covers 1 acre
- Cordless operation
- Advanced diagnostics
- Counterflow™ Technology
- “C” batteries — last all season
- Easy set up
- Simple, 1-button operation
- Larger, self-contained bug bag

EXECUTIVE*



- Covers 1 acre
- Cordless, “smart” technology
- Enhanced diagnostics
- Counterflow™ Technology
- Easy-to-read LCD screen
 - 24/7 operation
 - 4 fuel-saving modes — extends usage of propane tank from 21 to 30 days
 - Built in microsensors
 - Cold temperature indicator — automatically powers down and restarts
 - Remote battery charger
 - Child-safe control
- Oversized, self-contained bug bag

*Propane tank not included

Mosquito Magnet® can be found at your local hardware and home improvement stores, as well as online.



MOSQUITO MAGNET®
www.MosquitoMagnet.com

Put mosquitoes in their place.



360° CUSTOMER SUPPORT — A MOSQUITO MAGNET® EXCLUSIVE



Mosquito Magnet® offers convenient, helpful and dedicated service and support resources — on the web, over the phone, and in person. Our customers can choose the one resource that's best for them. It's that easy. And that complete.



Online

Find [fast answers](#) to step-by-step troubleshooting on the product assistance section of our website or join in a Live Chat.



By Phone

We provide the industry's only [dedicated call center](#). Talk to one of our highly trained associates at our U.S.-based facility at [800-953-5737](tel:800-953-5737) or [e-mail](#) us.



In Person

Certified Service Centers, Certified Dealers and Independent Service Providers offer [total solutions](#) and unmatched value.



MOSQUITO MAGNET®
www.MosquitoMagnet.com

Put mosquitoes in their place



“BITING REMARKS” — CUSTOMERS EVERYWHERE ARE TALKING LOUD AND CLEAR ABOUT THE PERFORMANCE OF THEIR MOSQUITO MAGNET®.

“You can’t find a better way to eliminate mosquitoes and to reclaim your yard ...” — Jean, WI

“Until I purchased the Magnet, I could not enjoy my backyard or swimming pool without a dozen of those pests hanging off my arms and legs.” — Doug S., Forked River, NJ



“After 2 weeks my husband cleaned out the net and this is how many mosquitoes the Mosquito Magnet caught.” — Terry S., Merritt Island, FL (left)

“I swear, by the mosquitoes that I catch, I’ve got to clear the whole neighborhood. Great invention.” — Raymond, Tewksbury, MA

“Thank you Mosquito Magnet for saving the summer.” — Ken

“Catching thousands of mosquitos every three weeks, I would give one to every neighbor of mine.” — Bob, Walpole, MA (right)



“The folks in our town liked the way the Mosquito Magnet® worked so much that we are placing them on the fields around town this year.” — K. M., Hanover, MA

“Mean Maine mosquitoes show no mercy. We were prisoners behind our screened-in porch. Our two Liberty Plus units have helped us enjoy the outdoors again.” — Victor B., Newburgh, ME

“... My students can now walk from one building to the next without becoming dinner for the mosquitos!” — Discovery School, Edinburg, TX



Stanley B., Dorchester County, MD (left), proudly shows off a week’s “catch” of mosquitoes.



MOSQUITO MAGNET®
www.MosquitoMagnet.com

Put mosquitoes in their place



MOSQUITO MAGNET® 2010 ADVERTISING

Wherever mosquitoes are biting, you'll find Mosquito Magnet® in the news, on the air, in-store, and online. Throughout 2010, a wide range of ongoing marketing communications initiatives will be in place to support the #1-selling backyard mosquito trap in the country — including a TV commercial, YouTube videos, and more.

Podcasts – Announced via Social Media, PR, etc.

Dec Jan Feb Mar **Apr** May **June** July Aug Sept Oct Nov

Press Releases – to Consumers, Trade & Journalists

Dec Jan Feb **Mar Apr May June July Aug** Sept Oct Nov

TV – Stations/Times TBD – :30 Second Commercial

Dec Jan Feb Mar Apr **May June July** Aug Sept Oct Nov

Meet the Experts Video for Web/YouTube (2 minutes)

Dec Jan Feb **Mar Apr May June July Aug Sept Oct Nov**

Testimonial Video for Web/YouTube (2 minutes)

Dec Jan Feb **Mar Apr May June July Aug Sept Oct Nov**

Trap & Basic Maintenance Set Up Videos (30 seconds each)

Dec Jan Feb **Mar Apr May June July Aug Sept Oct Nov**



“Sounds of the Season” :30 Second TV Commercial



“Meet the Experts” Science Video



“Biting Remarks” Testimonial Video



BobVila.com Video

Meg Tarvin from Frontgate joins Bob Vila to look at the furnishings — including Mosquito Magnet® — that recreate this space as an extension of indoor living. (NOTE: Reference to Mosquito Magnet comes 4 minutes into clip)



“The Money Pit” Video

Host Tom Kraeutler points out features of the Mosquito Magnet®.



Men's Journal - July/August 2009

Mosquito Magnet® Independence is featured in their “All Decked Out” section.