



LiveOutdoors.com Launch YourOpenSeason Channel, the Ultimate Guide to Open Season Hunting & Fishing

*A Destination Enabling Users to Get Up-to-Date Information on Open Seasons
via Localized & Personalized Features, Widgets & Editorial Content*

Los Angeles, December 13, 2010- LiveOutdoors (www.liveoutdoors.com), a publisher of premium content with expert advice and insight on hunting, fishing, motorsports and everything in-between today announced the launch of the [YourOpenSeason](#) channel. By researching and collecting data from each state's Department of Fish and Game, this all-inclusive destination brings its users the latest up-to-date information on open seasons.

YourOpenSeason provides five different unique features for its users, and enables quick and easy access on the latest open season news. This channel includes features, widgets and editorial content such as the *When & Where Widget*, the *Countdown Clock*, *Open Season Gift Guide*, *Tournament Bracket: Open Season Trophies*, and *General Editorial Articles*.

"We wanted to create a custom destination where our users can go and get all the seasonal information they need all in one place, in a quick, easy and timely manner for their hunting and fishing needs," quoted Paul Hanges, Managing Director for LiveOutdoors. "LiveOutdoors provides national marketers a platform to reach this niche audience with innovative campaigns that go beyond the standard banner ads. Partnering with Ram Truck Brand is a perfect example of a brand whose products are well known and used by our readers on a regular basis."

The When & Where Widget is a quick and streamlined feature that allows users to find an open season for a particular game. Users just need to select a state, then the game, and lastly the weapon. The results furnished inform the user where they are legally allowed to hunt or fish at that given time.

For those constantly looking at their calendar to see when they can bring out their coveted fishing tackle or hunting rifles, the *Countdown Clock* feature works with the top 5-10 open seasons so users can constantly be informed on when their particular season official begins so they can readily and legally partake in their hobby.

Since many open seasons coincide with the holidays, the YourOpenSeason channel has created the *Open Season Gift Guide*. This feature gathers the top gift ideas for the hunter or fisherman so they have the best gadgets and gear, and are properly prepared to partake in their open season.

Another feature the channel has is the *Tournament Bracket: Open Season Trophies*. This weekly bracket enables users to vote on what is a better pastime, i.e. Ice Fishing vs. Fly Fishing, and Crossbow Hunting vs. Rifle Hunting. Winners of the bracket are awarded the virtual Open Season Trophy and garner respect from their fellow huntsmen and fishermen.

Now that users know when and where they can hunt or fish for open season, they need to be informed on the best tactics, newest trends, and most effective weaponry they should implement. With the *General Editorial Articles* section, YourOpenSeason gives all that and more with new content updated on a regular basis.

Now users can visit YouOpenSeason so they are locked and loaded for their favorite pastime, and can get out to hunt or fish knowing they are prepared for the season and not breaking any local laws.

To experience LiveOutdoors' YourOpenSeason please visit <http://www.liveoutdoors.com/your-open-season>.

About Evolve Media:

Evolve Media Corp (<http://www.evolvemediacorp.com/>) is a unique global brand architect in the digital space. Evolve brings together four synergistic companies to create one compelling offering: Gorilla Nation, the world's largest brand ad sales company that specializes in targeting affinity audiences; AtomicOnline, publisher of large digital media properties, such as SheKnows (now #3 on Comscore for Women), CraveOnline, TheFashionSpot, GameRevolution, Momtastic; Springboard Studios, a one-stop branded entertainment video solution, and Double Helix, a creative and interactive marketing team comprised of over 40+ web designers and developers. Evolve offers brand marketers digital brand campaigns that can achieve both significant reach among key audiences and contextual environments that together have been proven to increase key brand effectiveness. To drive the best results we offer best-in-class integration and creative solutions tailored to specific brand objectives. Evolve's primary mission is to provide marketers with unique, integrated creative programs across branded consumer content sites, allowing a brand to get engaged with a passionate, influencer audience in a way that converts them into a brand evangelist. Moreover, Evolve can leverage these capabilities against a platform of over 600+ sites, reaching 300 million people globally each month.

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.

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 Truck brand added to its award-winning truck lineup with the introduction of an all-new 2010 Ram 2500 and 3500 Heavy Duty trucks. 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.

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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