

monopoint  media

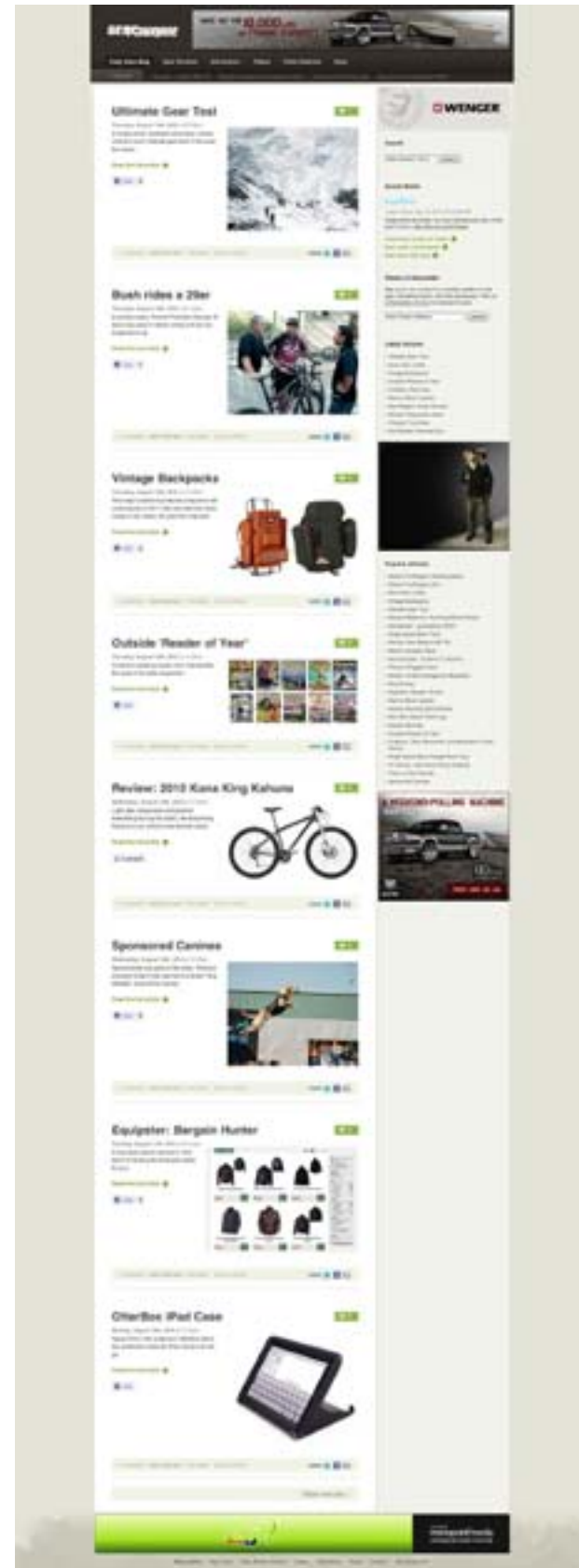
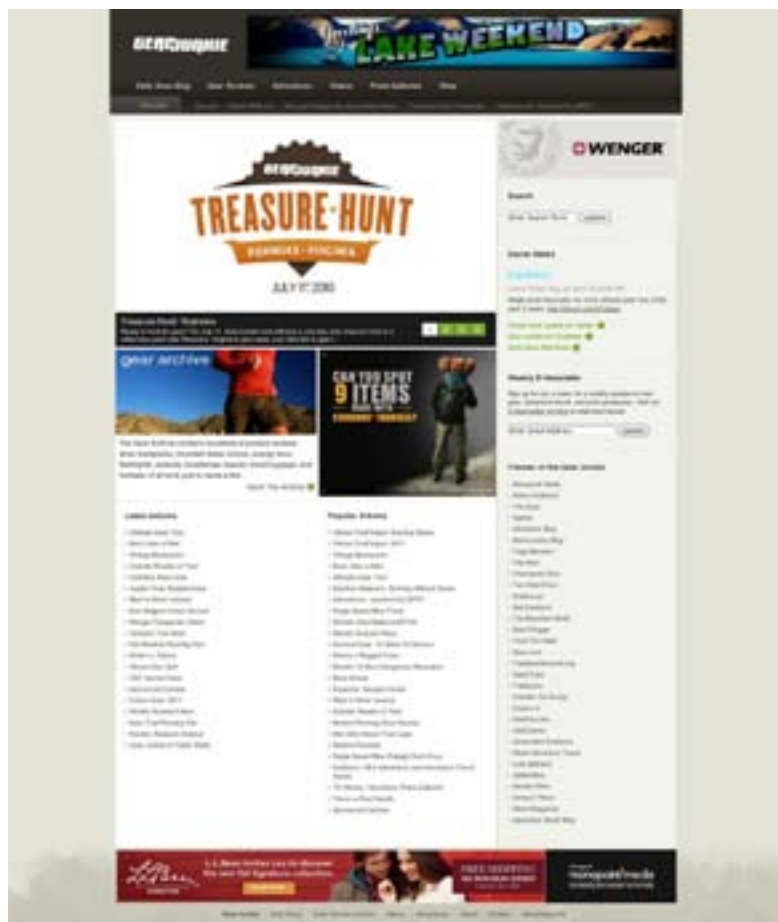
connecting the outdoor community

Monopoint Media LLC, parent company of Gear Junkie LLC and GearJunkie.com, was founded in 2006 to bring custom marketing, interactive, advertising, and custom content services to the outdoors-adventure industry.

ABOUT GEARJUNKIE.COM

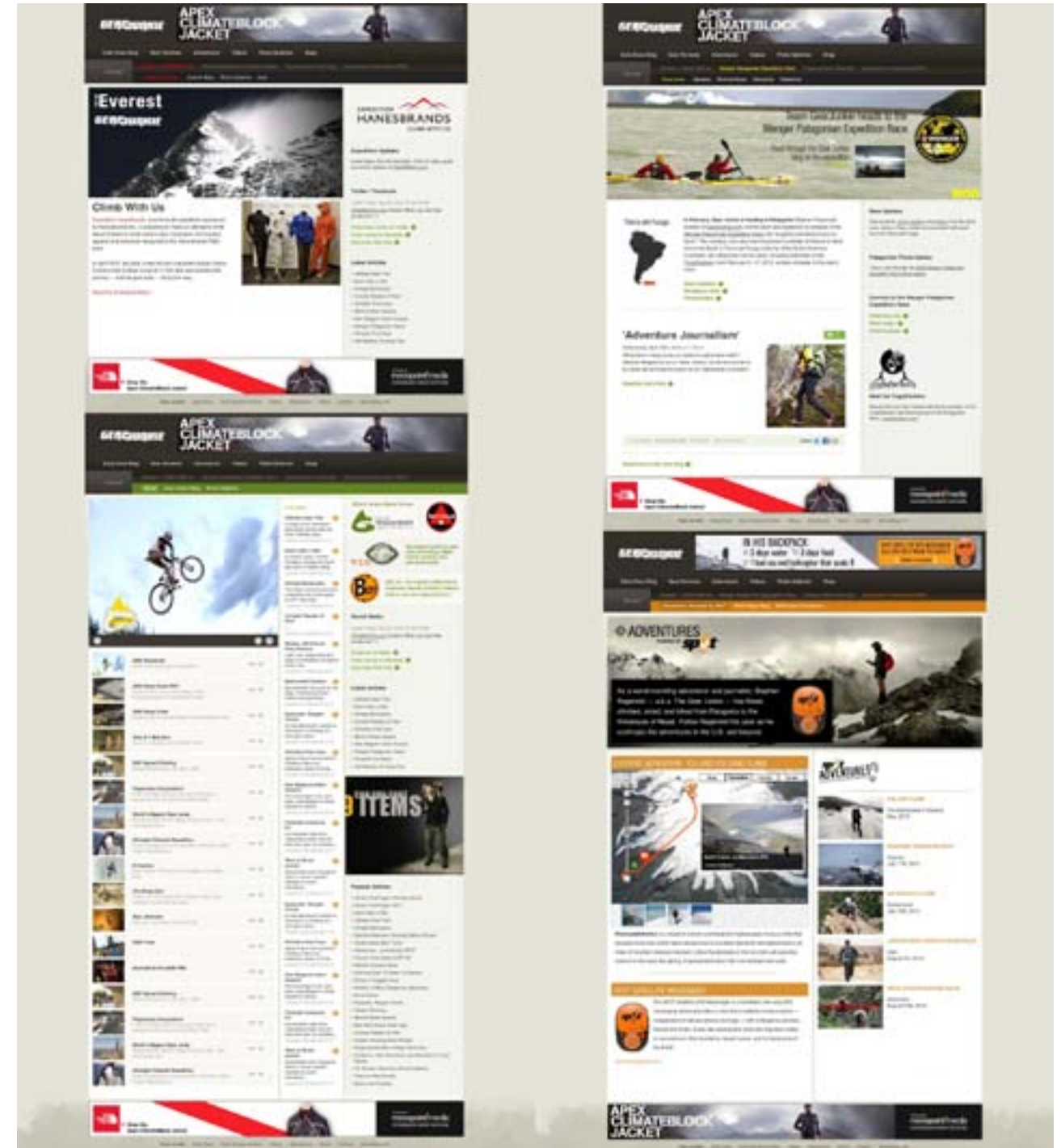
Since its launch in 2006, GearJunkie.com has been regarded as a top publication for product reviews, adventure-related content, and news in the outdoors world. Each month, hundreds of thousands of readers trust Gear Junkie for information on the latest in outdoors, fitness, adventure travel, and all the gear and equipment associated with those pursuits.

Founded by journalist Stephen Regenold, the Gear Junkie brand originated as a nationally-syndicated newspaper column in 2002. Gear Junkie content is now featured in a network of newspapers, magazines, on Outside magazine online, and via partner web sites to reach millions of readers each week.



GEARJUNKIE.COM WEB CHANNELS

Since 2008, GearJunkie.com has hosted custom-content channels integrated on the site. Projects from action-sports festivals (Teva Games) to international mountaineering expeditions (Mount Everest/Expedition Hanesbrands) have been highlighted on the channels, which present relevant, dynamic editorial content to hundreds of thousands of Gear Junkie readers.



Left to right, top to bottom: Mount Everest Channel (Spring 2010), Wenger Patagonian Expedition Race (2010), Teva Mountain Games (2009), Spot Adventures Channel (2010).

CONTESTS AND SWEEPSTAKES

Partnering with respected guide and outfitter companies, including REI Adventures, GearJunkie.com hosts and administers contests and major sweepstakes events. In the past two years, the "Choose-Your-Adventure" sweepstakes series has sent winners to the Allegheny Mountains and Sequoia National Park. Each sweepstakes includes promotion on GearJunkie.com and partner sites, editorial coverage, and buzz from thousands of reader sign-ups online.



CHOOSE YOUR **Alleghenies Adventure** SWEEPSTAKES

pennsylvania PA STATE OF INDEPENDENCE

GEARJUNKIE

The Alleghenies. Their Place Speaks To You.

LIVE EVENTS

Monopoint Media and Gear Junkie create and host unique live events. The "Gear Junkie's Treasure Hunt: Roanoke" event in July, 2010, drew 300+ participants, \$40,000 in gear sponsorships for prizes, and major media attention online as well as locally in Roanoke, Va. Monopoint Media LLC is currently working to create a national series of Treasure Hunts for 2012.

GEARJUNKIE

TREASURE HUNT

ROANOKE • VIRGINIA

JULY 11, 2010

\$40,000+ IN PRIZES!
LIMITED TO ONLY 300 PEOPLE!
REGISTRATION IS \$25

46 DAYS
12 HOURS
14 MINUTES
34 SECONDS

SIGN UP NOW



2012 CAMPAIGN

For 2012, GearJunkie.com is investigating a substantial year-long editorial and social-media campaign. The custom-content project will be a major initiative made to integrate our established outdoors-adventure website (www.GearJunkie.com) with a corporate partner. The premise involves Stephen Regenold (“The Gear Junkie”) committing to a yearlong calendar of adventures that will draw significant buzz.

A dedicated “Channel” section on GearJunkie.com will document the adventures with a series of video episodes, a daily blog, feature articles, photos, etc. The participating sponsor company will own shared rights to all content developed during the campaign. Monopoint Media Interactive will build a “microsite” for the company’s website or a distinct web property (original URL).

The Goal: To get Gear Junkie’s hundreds of thousands of readers sucked into a yearlong “experience” with the site and a corporate partner. In addition, we hope to draw significant numbers of new readers via promotions, social-media campaigns, contests, and live events throughout the year.



Left: “Gear Junkie” Stephen Regenold, Engelberg, Switzerland, July 2010

Bottom: “Gear Junkie” Stephen Regenold, Tierra del Fuego, Patagonian Chile

**‘6 SUMMITS’**

Premise: Last year, Gear Junkie trekked to Mount Everest. For 2012, Stephen Regenold (aka “Gear Junkie”) will travel to and climb the world’s highest peaks found on the six remaining continents. This yearlong tour will deliver Regenold to peaks in Alaska, Argentina, Russia, Antarctica, Tanzania, and Australia — the remaining “7 Summits” around the globe. A special Channel on GearJunkie.com will document the adventures — and the gear used to make it happen! — with a dedicated blog, feature articles, photos, and videos produced from some of the wildest places around the planet.

‘AMAZING RACES: WORLD’S 10 TOUGHEST EVENTS’

From the 4,000-mile Race Across America, to the weeklong Wenger Patagonian Expedition Race, this exclusive Gear Junkie channel will cover the 10 biggest outdoors athletics events around the globe for 2012. A squad of Gear Junkie contributors, including Stephen Regenold (aka “Gear Junkie”), will participate and report from these 10 “Amazing Races” throughout 2012. A dedicated blog, feature articles, photos, and videos will document the year of adventure on GearJunkie.com.

‘AMERICAN-MADE ADVENTURE’

Devils Tower, Yosemite Valley, the Grand Canyon, Death Valley, Glacier National Park. . . some of the world’s most epic adventure destinations are found not in remote and exotic places but in the USA, often a day’s drive from a major city. To highlight a sample of our great “American-made” adventures, Stephen Regenold (aka “Gear Junkie”) will travel to climb, raft, bike, ski, and explore a Top 10 list of destinations throughout 2012. A special Channel on GearJunkie.com will document the adventures with a dedicated blog, feature articles, photos, and videos produced from some of the wildest places America has to offer.

‘ULTIMATE HUMAN POTENTIAL’ TOUR

For a major project in 2012, Stephen Regenold (aka “Gear Junkie”) will push himself — and the outdoor world’s top gear — on a series of feats around the planet. On events and expeditions, Regenold will team up with top athletes like ultra-runner Dean Karnazes, adventure racer Rebecca Rusch, climber Will Gadd, and other “ultimate humans” around the globe to ski, climb, race, bike, and run to push the limits — physical and mental — of what a human athlete can do. A special Channel on GearJunkie.com will document the yearlong UHP Tour with a dedicated blog, feature articles, photos, and videos produced from some of the wildest places around the planet. BONUS: For students and kids, GearJunkie.com will host an educational component to allow classrooms to follow the UHP tour and participate in interactive discussions and events. Students will be asked to push themselves to become “Ultimate Kids” — academically or physically. A point system for participation in UHP activities will allow kids and whole classrooms to earn points throughout the year to win gear and become recognized on the UHP site. The classrooms and kids at the end of the year with the most points will be entered into a contest to win an adventure trip with Gear Junkie to try a special “ultimate challenge” on their own.

If you're having trouble viewing our newsletter click here to view it in your browser.

GEARJUNKIE

This Week on Gear Junkie



Aether High-End Outerwear
Two film producers launched a high-end outerwear company targeted at people who want high fashion and high function and "aren't afraid to pay for it."
• [Read More...](#)



Cannondale Simon
Cannondale is pushing the limits of suspension technology with Simon, an electronic system that senses terrain and instantly adjusts for damping.
• [Read More...](#)



Wenger Swiss Army Knives
What weighs only 3.1 oz., has 11 tools, measures 3.25" and can handle anything you throw at it? Why a Wenger Swiss Army Knife (of course). We think you'll agree that there isn't a piece of gear that's more versatile, useful and reliable - no matter where you are. • [www.wenger.com](#)



Patagonia: Team Gear Junkie takes 4th Place!

After almost seven straight days of racing -- and hundreds of kilometers traveled on bike, foot, and kayak -- Team Gear Junkie has completed the 2010 Wenger Patagonian Expedition Race. Check out the race updates and photos from our onsite reporter, T.C. Worley, below.
<http://gearjunkie.com/patagonian-race-blog>



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Niners Air 9 Carbon

As its second foray into carbon fiber, Niners' Air 9 Carbon is a 2.8-pound 29er bike with original components.
<http://gearjunkie.com/niners-air-9-carbon>

E-NEWSLETTER: SPECIAL EDITIONS

The weekly "Gear Junkie E-Newsletter," founded in 2006, ships to 15,000 readers each week of the year. As a new custom-content option, Monopoint now offers "special edition" e-newsletters. The format provides a captive audience for a sponsored, single-topic newsletter edition or a topical series distributed via a multi-week schedule. Sponsorship includes advertising package and exclusive branding of a powerful and highly-read editorial product.

E-News Special Edition: 'Outdoors 101'

This special-edition newsletter by GearJunkie.com and writer/editor Stephen Regenold (aka "Gear Junkie") will introduce readers to a series of "must-know" basics to get outside. Topics will range from tent-camping basics to navigating in the woods, cooking and purifying water in the outdoors, packing an "ultra-light" backpack for an overnight trip, and other high-interest topics. The weekly series will be geared toward first-time outdoors participants as well as experienced enthusiasts looking for tips to brush up their skills outside.

E-News Special Edition: 'Advanced Outdoors'

This special-edition newsletter by GearJunkie.com and writer/editor Stephen Regenold (aka "Gear Junkie") will focus on advanced techniques and tips for backpacking, camping, climbing, water sports, and other outdoors pursuits. Example topics: "How to Prepare for an Adventure Race"; "Climbing Mount Rainier"; "Training for a Trail Marathon"; "Advanced Backcountry Navigation." Regenold will draw on his years of experience exploring, climbing, and competing in endurance events around the globe.

E-News Special Edition: 'Fringe Gear'

High-volume waterfall kayaks, B.A.S.E. jumping packs, custom ice axes, and other "fringe" gear used by the world's best athletes will be covered in this custom newsletter. Each edition of the weekly newsletter will include a narrative on an action-sports feat and a dissection of the cutting-edge gear used to make the stunt or adventure possible.

E-News Special Edition: 'Icons of Adventure'

This series will cover the world's most epic adventures, including events like the Wenger Patagonian Expedition Race, Badwater 135 Ultramarathon, 24 Hours of Moab, and the Ironman. The weekly series will feature a yearlong calendar of adventures, including mountain climbs, ski descents, ultra-endurance competitions, mountain biking, and adventure races. Feature articles, photos, and videos will introduce readers to these epics from some of the wildest places around the planet.

Monopoint Media LLC / GearJunkie.com

Mike Santi, VP of Sales

1-612-669-3456

Mike@gearjunkie.com

Patrick Petschel, Publisher

1-651-216-2539

Pat@gearjunkie.com

Stephen Regenold, Editor and Founder

1-612-723-0279

Stephen@gearjunkie.com