

SPORTSMAN CHANNEL

Sportsman Channel Strikes Gold in Partnership with National Rifle Association

*Exclusive New TV Series NRA's Guns and Gold Premieres on Sportsman Channel
on Monday, December 26 at 9 pm*

New Berlin, WI – (November 29, 2011) – [Sportsman Channel](#), the leader in outdoor TV for the American Sportsman, is proud to announce a brand new series focused on America's treasures – *NRA's Guns and Gold*. This novel series is brought to you by America's foremost advocate of second amendment rights, the National Rifle Association (NRA). NRA has four million pro-second amendment members, plus millions more interested in shooting and hunting sports and legislation.

NRA's Guns and Gold will reveal the fascinating and entertaining true stories of treasured firearms in an "Antiques Road Show" style format. Experience the excitement - or disappointment - as collectors learn the real value of their possessions – including a \$100,000 Winchester!

NRA's Guns and Gold will debut exclusively on Sportsman Channel in January, 2012. Click here to see a sneak peek: <http://www.nragunsandgold.com/>

"While nearly every American Sportsman is aware of what the NRA is doing to preserve our future, we are excited to provide a showcase for what this great organization is also doing to preserve our past." said Gavin Harvey, Sportsman Channel CEO. "Everyone at Sportsman Channel is proud to have a role in the NRA's monumentally important work in celebrating America's firearms history."

One of the objectives of the *NRA's Guns and Gold* show is to promote the NRA Firearms for Freedom program, which enables gun owners to donate their firearms and other valuable property to the NRA. Some items will become part of the collection at the NRA National Firearms Museum, and others will be auctioned off with the proceeds going to benefit the NRA program of the donor's choice. For more information on this program, visit www.nraff.com.

Viewers will see both the iconic and obscure guns in firearms history courtesy of three professional evaluators: Jim Supica, NRA Museum Director; Phil Schreier, NRA Museum Senior Curator and Michael Fuljenz, President, Universal Coin & Bullion. Jim and Phil combined have more than 50 years of combined experience at one of the most well-known and largest firearms

museums in the U.S. at NRA's corporate offices in Fairfax, Virginia. On *NRA's Guns and Gold*, they will examine viewers' precious commodities to discover their features and provide value.

“The NRA is not only the foremost defender of Second Amendment rights, it is a leader in firearms preservation and education,” said Jeff Poole, Director of NRA Member Programs. “Guns & Gold will send viewers scrambling to their closets, safes and gun cabinets in search of the value of their own treasured firearms.”

Guns reviewed include World War I and II relics, Naval boarding weapons, Colt pistols and numerous Winchester pieces. Gold coins reviewed include a rare double eagle gold piece, a Liberty gold piece, an Indian gold piece and ageless silver dollars.

About NRA's Guns and Gold: *NRA's Guns & Gold* is an exciting and informative new series featuring everyday people who discover their old firearm is worth much more than they imagined – and where others will learn it has only sentimental value. Each episode will send viewers scrambling to their safes, closets and basements to find their own hidden treasures. Some of the guns featured in the show have been passed down for generations and include a story as interesting as the gun itself. Viewers will learn what makes an old gun valuable and what they should and should not do to preserve its value. A special gold segment will feature an expert from Universal Coin & Bullion who will examine the special features of those old coins you may have laying around and what contributes to their worth beyond their mere melt value. For more information, visit <http://www.nragunsandgold.com>

About Sportsman Channel: Launched in 2003, Sportsman Channel, and Sportsman HD, is the only television and digital media company fully devoted to the more than 82 million sportsmen in the United States, delivering entertaining and educational programming focused exclusively on hunting, shooting and fishing activities. Sportsman Channel reaches 27 million U.S. television households and is available in HD, visit <http://sportsmanhd.com> for more information. Visit www.thesportsmanchannel.com, follow on Twitter, @SPORTSMANchnl (www.twitter.com/SPORTSMANchnl) and Like on Facebook, www.facebook.com/sportsmanchannel

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