IMG Licensing, a division of global sports and entertainment company, IMG, announced today it has been selected as the exclusive global consumer product and brand licensor for the internationally known, "The American Outdoorsman®" brand.

"We are excited to be a part of the venerable The American Outdoorsman brand, and look forward to developing strategic partnerships and products to support the consumer's experiences with outdoor adventure", said IMG's Tim Rothwell, Executive Vice President/Co-Managing Director Worldwide Licensing.

The American Outdoorsman (AO), on TV for over 20 years and one of the longest running outdoor adventure television shows, is a well known brand name in the outdoor industry. The American Outdoorsman brand is recognized as the professional image for products, services, instruction, and entertainment for outdoor activities.

The American Outdoorsman and IMG Worldwide will develop a broad line of consumer products to support the vast population of outdoor adventure enthusiasts.

Under the leadership of Jim Mueller, The American Outdoorsman has grown to include multiple, professionally produced, award winning media properties. Through the partnership with IMG, AO intends to expand their line of professional clothing and outdoor gear.

“Over 120 million Americans and countless people around the world share the passion for outdoor adventures.

Participation in outdoor activities connects families and promotes wellness,” says Mueller.

“By partnering with IMG, we will expand our reach and global presence and allow IMG to help us encourage more people to get outdoors and take a personal interest in preserving the beauty of our natural resources.”

About ‘The American Outdoorsman’
The American Outdoorsman hosts weekly outdoors adventure TV and radio shows that showcase the best of outdoor adventure, as well as the conservation and preservation of outdoor resources. Winner of multiple awards, The American Outdoorsman TV show is currently the longest running hunting and fishing show in America.

For more information visit: www.americanoutdoorsmaninc.com

About IMG Sports & Entertainment
Operating in 30 countries, IMG Sports & Entertainment’s diverse businesses include: product and brand licensing; consulting services; event ownership and management; fashion events and models representation; golf course design; and client representation in golf, tennis, broadcasting, speakers, European football, rugby, cricket, motor sports, coaching, Olympic and action sports. IMG Academies are the world's largest, multi-sport training and educational facilities, delivering world-class training experiences to more than 12,000 junior, collegiate, adult, and professional athletes each year.

For more information visit: www.imgworld.com

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