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Innovative Outdoor Solutions Inc. announces partnership with Lake State Fishing

Maple Lake, MN – November 13, 2008 – INNOVATIVE OUTDOOR SOLUTIONS, INC.

Otter Outdoors™ and Wild Outdoors™, both divisions of Innovative Outdoor Solutions, Inc. are very proud to announce our marketing partnership with Lake State Fishing; www.lakestatefishing.com. Chris Witte, Marketing Manager at IOS made this comment: "we are very excited to begin this new partnership with Lake State Fishing and appreciate the opportunity of showcasing our brands and innovative products to the Lake State Fishing community".

ABOUT OTTER OUTDOORS™

Otter Outdoors™ ice fishing gear is well known in the industry for consistent durability, inventive design and an unyielding passion to remain the brand of choice for the serious ice angler. It all started with sleds over a decade ago, and since that time Otter Outdoors™ has led the pack in product innovations and quality stemming from an obsession for the sport of ice fishing and our relentless passion for excellence. Visit Otter Outdoors™ at www.otteroutdoors.com

ABOUT WILD OUTDOORS™

Wild Outdoors™ began with a simple mission. Build high quality outdoor products at a reasonable price that will make it possible for anyone to get out and enjoy the Wild Outdoors™. Whether you want to spend some quality time with the kids or get far and away from it all, Wild Outdoors™ has your ticket to adventure. UNLEASH YOUR WILD SIDE! Visit Wild Outdoors™ at www.wild-outdoors.com

ABOUT INNOVATIVE OUTDOOR SOLUTIONS™

Innovative Outdoor Solutions, Inc. (IOS) is a market leader in the outdoor sporting goods industry. With a collective passion for the outdoors, IOS develops innovative products for fishing, hunting, marine recreation, and power sports. With an uncompromising commitment to quality, durability and ingenuity IOS brands continue to lead the way in each of these respective categories. The IOS family of brands include: Otter Outdoors™, Wild Outdoors™, Beavertail™, Beavertail Jet™, Wave Armor™ and Rhino Tuff Tanks™. Visit Innovative Outdoor Solutions, Inc. and our family of brands at www.exploreios.com

