



**MEDIA CONTACT:**  
Philip Benson  
Zamberlan USA  
+1.888.745.4774  
info@zamberlanusa.com

## **ZAMBERLAN USA AND EASTMANS' TV ANNOUNCE TWO-YEAR SPONSORSHIP AGREEMENT**

(SOLANA BEACH, CA – January 17, 2017) – Zamberlan USA, Inc. has signed a two-year agreement with Eastmans' Hunting TV as the official boot sponsor for the 2017 and 2018 television seasons. As part of the agreement, Zamberlan will become the official boot supplier for Eastmans' Hunting TV.

The agreement marks a continuation of the partnership between the two brands, which began in 2010 and has included rigorous product testing and feedback loops, reader-submitted story sponsorships, and print advertising.

*"We are very excited about this new partnership with Zamberlan! They make some of the best boots on the planet that are built for the rugged country we call home during the fall. When you are 10 miles back into the wilderness, with a heavy pack on, it's critical that you have a good set of treads on your feet. I have been wearing a few different types of Zamberlan boots over the years and they have never disappointed. We are excited to say we at Eastmans' Hunting TV wear them exclusively." - Ike Eastman, Eastmans' Hunting TV*

"Eastmans' represents the best of hunting and exemplifies the values that the Zamberlan family has stood for during their nearly 90-year existence as a boot brand. This opportunity gives us the chance to further our partnership with Eastman's and expand our reach into this core market. We're very excited and pleased", stated Phil Benson, GM of Zamberlan USA.

Zamberlan USA will showcase its entire category of hunting, military and tactical boots and shoes during the ongoing SHOT show (booth #1263, Hall G) in Las Vegas, NV from January 17 to 20, 2017. Press inquiries can be made directly to Zamberlan USA at info@zamberlanusa.com or by calling +1.888.745.4774.

###

### **About Zamberlan:**

Zamberlan has been manufacturing high quality, technical outdoor shoes and boots from its factory in Torrebelficino, Italy since 1929. Family owned and operated, Zamberlan insists on highly skilled, handcrafted construction combined with the use of the absolute best materials available. Today, Zamberlan boots are globally renowned for their exceptional quality, durability, and timeless style in the tradition of fine Italian boot manufacturing. Zamberlan products are distributed in the U.S. by it's wholly-owned subsidiary, Zamberlan USA, Inc. (www.ZamberlanUSA.com, +1.888.745.4774, info@zamberlanusa.com).

### **About Eastmans' Publishing, Inc.:**

Headquartered in Powell, Wyoming, Eastmans' Publishing, Inc. is a multimedia corporation whose roots are grounded in the ethics of fair chase hunting. We strive to help our audiences become more skilled and ethical hunters, while expanding their knowledge, appreciation and awareness of the outdoors and wildlife through entertainment media. Eastmans' has grown into one of the largest names in the hunting industry, publishing two magazines, produces a nationally recognized TV show along with numerous books and DVDs focused on hunting in the western United States.