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LOST CAMO:

MAKING A TRUE IMPACT (IN AND OUT OF THE WOODS)

AFTER 40 YEARS in the hunting industry I have seen many innovations. Nothing has impressed me as much as Lost Camo from Mathews.

The design, quality and effectiveness of this camouflage pattern are second to none, but the story, purpose and impact behind Mathews' Lost Camo project is unique in the hunting world.

My Intro to Lost Camo

Lost Camo first caught my eye a couple of years ago when I began to see the pattern in photos and saw Dave Watson and other Mathews pros wearing it on television. I was immediately impressed with the design and how well it blended in with all surroundings.

Later, I experienced the pattern up close while filming a Mathews commercial. I noticed how much better Lost Camo blended in with the surroundings. It didn't take long for a light to go on in my mind. I knew this was an unbelievable pattern that would be very effective for what I do. Plus, it was available on high-quality products.

That's when I learned that Lost Camo would also allow me the opportunity to help make a difference in the world. So I decided to make the switch, of course.

I now wear Lost Camo exclusively, and I believe in it 100 percent. More importantly, this decision has allowed me to serve and to make a difference.

More than Great Camo

The story of Lost Camo is more than just the making of an effective camouflage pattern.

Keith Jennings, who is in charge of licensing Lost Camo, explains just how different the story is. According to Jennings, the concept began when Matt McPherson saw an opportunity to design his own camo pattern for his products.

"He wanted something truly unique, that was all his own and most importantly, exclusive to Mathews retailers," Jennings said. "McPherson created Lost Camo in the spring of 2007. Later that year, he brought me on board to write up a business plan for Lost Camo."

This business plan is unique, and is the real difference maker. But first, how does one actually go about envisioning a camo pattern, and then get it made?

"The way Matt tells the story is that he went to Best Buy, bought a camera and started taking thousands of pictures. After a storm one day, about 200 yards up from the end of his driveway, some trees had blown down. Right where they all crossed is where he took a photo."

That photo generated the Lost Camo pattern.

"The average camo pattern is composed of 25-by-25-inch frames, whereas Lost Camo frames are 60-by-40 inches,"

Jennings said. "This ensures that the garments are never perceived as a solid color, even at 1,000 yards. He also had a pattern that would be totally nondirectional. If you look up into trees, where bow-hunters sit most of the time, branches are more diagonal than they are vertical. Most of the patterns on the market are designed around vertical trunks of the trees. He took a different direction."

There are currently two camouflage patterns, Lost and Lost AT. Lost is a pattern featured on Mathews models. It contains no green. Lost AT is found on Mission models. It has a different color palette with some green, brown and prairie grass vegetation. It is friendly for Texas and western markets. The foreground pattern is the same in both patterns, and it is nondirectional, giving it the ability to break up more effectively at greater distances and in various surroundings.

MATHEWS' EXCLUSIVE CAMOUFLAGE PATTERN WAS CREATED TO BE MORE EFFECTIVE THAN ANY OTHER DESIGN ON THE MARKET, AND TO HELP PEOPLE AROUND THE WORLD.

■ **BY STAN POTTS**

However, there is one more key benefit of the Lost patterns, and it has nothing to do with the effectiveness of the camouflage. This key benefit impacts more than just the hunting world. It is the heart of the Lost Camo story.

Simply stated, Lost Camo's business plan was created to change lives. Neither Matt McPherson nor Mathews acquire any proceeds from Lost Camo. Every cent of the year-end profits is given away — mostly to missionaries.

"The mission statement is to fund the gospel message of Jesus Christ through the profitable licensing of our

100 PERCENT OF THE PROCEEDS — NOT THE "MAJORITY" OR "MOST OF" — BUT 100 PERCENT OF THE LOST CAMO PROFITS GO TOWARDS HELPING PEOPLE LESS FORTUNATE AROUND THE WORLD. - MATT MCPHERSON

intellectual properties to other manufacturers," Jennings explained. "We are the full support of 750 missionaries around the world. The next goal is to get to 1,000."

Looking Forward

Lost Camo's popularity has grown by its own virtues, with very little official marketing behind it — until now. This year, LostCamo.Com will kick off a big marketing push. Look for various media promotions in print, on television and online.

Jennings said these promotions will continue intermittently.

Jennings said that along with the message of Lost Camo's effectiveness and impacts around the world, marketing will also help explain the differences between price and value.

"We know there is a sea of camouflage at box stores and destination stores," Jennings

said. "We have sorted through all that stuff and brought the best of the best to our retailers. These products offer more value for the money, and that is why we chose them.

"The best part is you are going to see a whole lot more of it now. We are really excited. The best is yet to come.

"There is a big world out there that needs to be reached. There is no end to the need. We have a long way to go."

I hope that you will join in supporting Lost Camo and its meaningful cause. You will also enjoy the benefits of a truly innovative camouflage pattern.

Stan Potts is a Mathews pro-staffer and experienced whitetail hunter from Illinois. He shoots the Z7.



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