



**Gander Mountain targets Situ8 for National Rewards Card Program
04/10/09**

After a competitive RFP process, Gander Mountain, the nation's largest outdoor specialty retailer, has selected Situ8 for a nationwide assignment.

Situ8 has been hired to launch a nationwide customer relationship program designed to raise awareness about Gander Mountain's services, including product offerings, in-store incentives and the company's reward points programs with consumers.

"This consumer program is part of a long-term, integrated engagement strategy that we believe is vital to building strong relationships with our customers into the future," said Steve Uline, Executive Vice President of Marketing at Gander Mountain.