

This announcement appears as a matter of record.

SMAO, LLC

has acquired substantially all of the assets of

Alabama Outdoors, Inc.

The undersigned served as financial advisor
to Alabama Outdoors, Inc.

Porter, White & Company

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Porter, White & Company acted as the exclusive financial advisor to Alabama Outdoors, Inc., in the transfer of substantially all of its assets to SMAO, LLC.

As the Company's financial advisor, PW&Co prepared marketing materials, solicited interest from a substantial number of potential investors known to PW&Co to have financial and business capacity to invest, negotiated a term sheet acceptable to all parties, coordinated due diligence, and oversaw preparation of closing documents and closing.

In addition to these traditional M&A roles, PW&Co provided interim treasury management and CFO support to the Company during the marketing process.

SMAO, a group of Birmingham-area investors, will continue to operate Alabama Outdoors' six Alabama locations under the Alabama Outdoors brand.

Alabama Outdoors, founded in 1975, has grown into one of the leading outdoor specialty chains in the Southeast. The Company operates stores in Homewood, Tuscaloosa, Huntsville, Mobile, and Florence, as well as an outlet in Pelham. Alabama Outdoors offers products such as fleece, technical and lifestyle apparel, backpacks, and camping and climbing equipment that come from brands such as The North Face, Patagonia, Mountain Hard Wear, Life is Good, and Outdoor Research.