

Wayne's Wicked Enterprises – Hunting Supply & Accessories

Pre-Money Acquisition Opportunity – 3 Patents Pending – Could hit \$4M by 2010!

Northwest Arkansas

Financials

Asking: \$1,488,000

FF&E: \$38,000 (included in asking price)

Inventory: \$300,000 (included in asking price)

Status: Professional valuation available to qualified parties

Business Summary

Established in 2004 by a veteran aviator and avid outdoorsman, Wayne's Wicked Enterprises develops simple yet innovative concepts dedicated to hunting and firearm safety. WWE currently sells a total of five SKU's, two of which were "first to market" products, with an additional eight products currently in development. All of WWE's product lines are hunting and/or tactical in nature, and include revolutionary design elements that are changing the way shooters handle firearms in the field!

Rifle Reel® – The Rifle Reel® is an original WWE product, and is one of the company's "first to market" products. Defined as a firearm strap tensioner, the Rifle Reel® is an adjustable rifle sling and safety system. It is the first and only way to safely hoist, lift, and lower a firearm into an elevated stand. Rifle Reel® is a Registered Trademark. Its patent pending is in Final Argument stage, and should be issued in approximately six months.

Magic Dust® - Magic Dust® is also an original, "first to market" WWE product. Magic Dust® is a 100% phosphorescent, toxin-free light activated hunting powder that has primarily been marketed with an Indicator and/or Activator for the purpose of checking wind directions and thermals in low to no light conditions, and marking trails. This is a multifaceted product with numerous applications in several industries, including arts and crafts, outdoor use, construction/industrial, safety and finger printing. Magic Dust® is a Registered Trademark and is in "patent pending" status (within twelve months of issue).

Barrel Bumper™ - The original Barrel Bumper™ clips onto the muzzle-end of a firearm, preventing the barrel from packing with mud and foreign objects. It can also keep moisture from fouling black powder or Pyrodex pellets. The Barrel Bumper™ glows in the dark when light activated, thus acting as a beacon in low light and a reminder that a firearm is loaded.

Wicked Wrist Lanyard™ - When connected to the Rifle Reel® hoist ring, this product will keep the firearm from falling barrel up, and can also be used to prevent a firearm from falling into water at crossings.

More details, video and product shots available at <http://www.wayneswicked.com/>

General Information

Employees: 1 FT

Facilities: This business is currently home based, and could easily be relocated anywhere in the world. Design, tooling and manufacture of two products currently take place in the United States; three products are made in China. WWE works with a California company to have product manufactured, packaged and professionally merchandised for POP display at major retailers. (The seller also uses a cabin in the wilderness for field testing new products.)

Market Outlook

Competition: WWE products have no direct competition. The company's closest competitors would include strap manufacturers, wind detection powders, sprays and range finders. WWE products replace the need for current solutions on the market, many of which are cumbersome and expensive (up to \$500).

Growth/Expansion: WWE is the result of the Seller's passion not only for hunting, but for making the sport safer for all who enjoy it. WWE products have received national attention at retail, on television, through partnerships with the International Hunter's Education Association (IHEA), at industry trade shows, in national print media and through its corporate website (www.wayneswicked.com). The company has received recognition from Mike Huckabee, former Governor of the State of Arkansas and 2008 Presidential candidate for its dedication to innovation and safety.

WWE is currently working with Bass Pro Shops, Cabela's, Dick's Sporting Goods, Academy, Gander Mountain and Sportsman's Warehouse to add seasonal product lines. The Seller has recently re-packaged the Rifle Reel® and Barrel Bumper™ to be sold separately, which will lower costs and increase sales. New samples will be available in April, and new product in June.

This business offers an experienced business owner the "big idea" that could be expanded into a multi-million dollar enterprise. Given the potential scope of the market for WWE products, a recent professional valuation estimates the company could achieve over \$4M in gross revenue by 2010 and \$11M by 2013!

About the Sale

Support/Training: Seller is willing to provide three weeks of training at no cost, and would also consider staying on with the company in a product development or key sales position.

Reason for Selling: Growth of business & other interests

Listing Info

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