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## **FOR IMMEDIATE RELEASE**

### **DEAD DOWN WIND AND MOSSBACK TEAM UP TO BRING WORLD CLASS HUNTING ACTION TO PURSUIT CHANNEL**

*Dead Down Wind will be the title sponsor of MossBack Lethal Addiction*

**Pleasant Valley, MO** – Dead Down Wind®, the industry leader in ScentPrevent® technology, announces it has joined MossBack Lethal Addiction as the title sponsor. The new show focuses on the pursuit of trophy animals, including state and world record book hunts. This is all about what Doyle refers to as giants.

“Dead Down Wind felt everyone should have the opportunity to view free range State and World Record hunts if they have any interest in hunting” stated Dead Down Wind® founder Monte McDowell. “We couldn’t find one any better in terms of hosts or trophy animals taken on film. That’s why we chose to partner with MossBack Lethal Addiction. It’s an awesome experience.”

Hosted by Doyle and Caryn Moss, MossBack Lethal Addiction features some of the largest animals ever captured on film by Team MossBack, including the harvest of the 508” SCI, 500 B&C “Spyder” Bull.

“We are thrilled to be teamed up with Dead Down Wind” stated co-host Doyle Moss “When you strictly hunt trophies, scent control is a crucial component of what we do. Whether it’s our gear or our bodies, we have come to know and trust the performance of Dead Down Wind products.”

MossBack Lethal Addiction presented by Dead Down Wind® will air on Pursuit Channel, Sunday’s at 7:00 PM EST, Wednesday at 8PM EST and Thursday’s at 9:30 PM PST.

**About Dead Down Wind®:** Dead Down Wind® has revolutionized the scent elimination industry through a bio-engineered process known as ESP® (Enzyme Scent Protection). Through this process a strand of enzymes is created that target human bacteria – the source of human odor. Without intervention your body produces bacteria that create human odor. Cover sprays can only attempt to mask these odors. Carbon clothing only attempts to contain it. The enzymes in Dead Down Wind® actually PREVENT odor-causing bacteria from forming – allowing you to maintain a zero scent environment.