

Declaration of Jeffrey A. Ozanne

I, Jeffrey A. Ozanne, declare as follows:

1. I am the VP of Legal Operations at Mathews Archery, Inc. (“Mathews”), and have been employed by Mathews for nearly 13 years.
2. I am over the age of 18, resident in the United States, and competent to make this declaration. I make this declaration based on my own knowledge, past experience, and my employ within the ordinary course of business at Mathews. Of course, I am being paid my regular salary, but I am not being otherwise compensated for making this declaration.
3. In my role at Mathews, I am familiar with Mathew’s archives repository of materials relating to the bows we have sold over the years. Mathews, as part of its regularly conducted business, archives and maintains copies of publications about our products. Among other things, magazine articles discussing our products are collected contemporaneously with their release and deposited in the archive for later reference.
4. I have attached as Appendix A true and correct copies of a *Bow Report* article titled “2009 Mission Menace” from the December 2008 issue of *Inside Archery* and a *Bow Report* article titled “2009 Mathews McPherson Series Monster” from the June 2009 issue of *Inside Archery*. I obtained both from Mathew’s archive repository.

5. I am familiar with *Inside Archery* as a leading publisher in the outdoor sports industry. *Inside Archery* is a trade magazine in the archery industry that is distributed to manufacturers, like Mathews, as well as retailers and others in archery-related organizations. In my experience, and consistent with other magazines that I am familiar with, issues of *Inside Archery* are distributed to subscribers as of the issue date shown on the face of the magazine.

6. I declare under penalty of perjury that the foregoing is true and correct. I declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code.

Dated: 6/14/2024

/Jeffrey A. Ozanne/
Jeffrey A. Ozanne

APPENDIX A

Bow Report

By Bill Krenz

2009 Mission Menace

Bowhunting is a lifelong sport. That is one of the core assertions in our industry's message to new recruits. Six or sixty—you can shoot a bow and hunt.

And yet, to date we've not done a great job of making equipment selection easy for new bowhunters. We've tended to confuse them with too many arrow sizes and with bow configurations that limit rather than invite. In order to obtain the performance necessary for bowhunting, we've too often pushed new bowhunters—and particularly young hunters—into bows that they quickly outgrew. "Get a specific draw-length and draw-weight compound bow," we told them, "and shoot it until your improving form or growing muscles and size dictate that you abandon that bow and buy another." It was a pretty weak sales pitch, one that probably prompted more than just a few parents to blanch at the thought of bowhunting gear for their growing son or daughter.

All of which is why so many people are now so excited about the 2009 Mission Menace.

The all-new Mission Menace is a brand-new kind of performance compound bow designed expressly for new bowhunters. It truly is a bow that can grow with a new bowhunter all the way from their very first season in the woods well into their adulthood. That's a bold statement, but it's true.

How does the Mission Menace do that? It begins with an ingenious universal cam system that is easily owner-adjustable all the way from 17 to 30 inches. That's an unprecedented 14-inch, youth-to-adult draw-length range. Furthermore, making those draw-length adjustments requires no bow press, takes just seconds and the pivoting modules that are utilized

are very clearly marked to avoid all confusion. A handy 12-year-old could make the adjustments.

Then there's the matter of draw weight. The Mission Menace has been designed to gradually and automatically increase draw weight as the bow's draw length is increased. For example, when set at the beginning draw length of just

20 inches, my sample Mission Menace showed a maximum pull weight of 38 pounds. When I adjusted the cam modules up to a draw length of 25 inches, the maximum draw weight automatically increased to 48 pounds. At a full 30 inches, maximum draw weight on my Menace was just a bit over a deer-stopping 52 pounds. In this way, as a new bowhunter's arm increases in length and the draw length of the Mission Menace is adjusted upward to keep pace with that growth, the bow's draw weight also automatically increases in tune with the archer's growing muscle capacity.

The 2009 Mission Menace is a remarkable bow system that offers new, and particularly young and growing, bowhunters an inviting and versatile bow that can indeed grow with them from their very first days afield well into their adult bowhunting.

Now that's a sales pitch that a parent, or any new bowhunter, will eagerly embrace.

How It Shoots

I had an archery dealer recently tell me that he was tired of so-called youth compounds that were nothing more than cut-down adult bows. "Such bows are often too heavy, noisy, full of handshock and very poor performers," he explained.

The 2009 Mission Menace is none of those things. To begin with, the new Menace weighs just 2.9 pounds. That's light. And it's just 31 inches from axle to axle so it's also compact.

In 1997, Mathews (the parent company of Mission Archery) introduced the concept of a perimeter-weighted cam to the archery world. What those inventive perimeter weights did in the company's solo cams was noticeably decrease bow vibration and noise, while also somewhat boosting arrow speed. Up to this point, Mathews and Mission have only offered that patented perimeter-weight technology in *solo*-cam bow models. For 2009, though, Mission Archery is debuting two brand-new bows with perimeter-weighted two-cam systems. Those bows are the new Mission UX2 and the new-bowhunter-oriented Mission Menace.

Maybe never before has such a sweet-shooting, affordable, performance-minded bow



The Mission Menace grip is nicely shaped, and formed with a comfortable synthetic compound.



A strong dose of high-tech can be found in the Menace's machined riser, molded limb cups and split limbs.

MISSION
BY MATHEWS®

Specifications

2009 Mission Menace

Axle-to-Axle Length	31 inches
Brace Height	7.25 inches
Riser Geometry	1 inches reflex
Mass Weight	2.9 pounds
Letoff	70 percent
Draw Lengths	17 to 30 inches
Draw Weights	16-52 pounds
Camo	Realtree Tree
	Advantage Max 4 HD

For more information, Circle #220, log onto missionarchery.com or call (608) 269-2719.

Draw Length & Maximum Draw Weight

2009 Mission Menace

DRAW LENGTH	MAXIMUM DRAW WEIGHT
17 INCHES	25.6 POUNDS
18 INCHES	30.2 POUNDS
20 INCHES	38.1 POUNDS
21 INCHES	40.9 POUNDS
22 INCHES	43.5 POUNDS
23 INCHES	46.0 POUNDS
24 INCHES	47.2 POUNDS
25 INCHES	48.5 POUNDS
26 INCHES	49.4 POUNDS
27 INCHES	50.3 POUNDS
28 INCHES	51.0 POUNDS
29 INCHES	51.6 POUNDS
30 INCHES	52.4 POUNDS

Sample bow weighed with digital draw-weight scale.

Arrow Speed

2009 Mission Menace

DRAW LENGTH	DRAW WEIGHT	ARROW	ARROW WEIGHT	ARROW SPEED
20 INCHES	38 POUNDS	19" 1816 ALUMINUM	326 GRAINS	145 FPS
		21" 1714 ALUMINUM	264 GRAINS	155 FPS
25 INCHES	48 POUNDS	24" 1916 ALUMINUM	396 GRAINS	191 FPS
		24" 1816 ALUMINUM	376 GRAINS	196 FPS
30 INCHES	52 POUNDS	28" 400 CARBON	391 GRAINS	248 FPS
		28" 400 CARBON	366 GRAINS	255 FPS

Bow weighed with a Bow Force Digital Scale. All tests conducted with a Spot-Hogg Hooter Shooter Portable Shooting Machine and a Competition Electronics Pro Chronograph.



The 2CPW Two-Cam System on the Mission Menace features easy-adjust pivoting draw-length modules. Note the beefy module-locking screw. That screw won't strip out no matter how many times this bow is adjusted.

been offered specifically for new bowhunters. The 2009 Mission Menace is astoundingly pleasant to shoot. There's little or no hand shock and the bow is quiet as a whisper. For a beginner bow, that's spectacular.

The new Menace is also packed with performance, the type of performance that can bring big smiles in the backyard or down a trophy buck in the field. See accompanying Arrow Speed chart.

Key Features and Benefits

Light and Compact

A light and compact bow can be a big plus to a new bowhunter. The 2009 Mission Menace weighs a mere 2.9 pounds and measures just 31 from axle to axle. That means it's easy to shoot, handle and get around.

Youth-to-Adult Draw-Length Range

Versatility is the watchword for the Menace. With an astounding draw-length range of

17-30 inches, the 2009 Menace can fit new bowhunters of all sorts, and easily grow with them from their early days well into their adulthood. Draw-length changes are a snap. Remove one locking screw on each cam and simply pivot the clearly marked modules to the desired draw-length setting. No bow press is required. It's done in just seconds.

Incremental Draw-Weight Increases

As draw length is adjusted upward, the maximum draw weight of the Mission Menace ratchets automatically upward as well. See the accompanying Draw Length and Maximum Draw Weight chart. As a new bowhunter grows, he or she also gets stronger and the Menace grows with them.

Perimeter-Weighted Cam System

Integrated in the 2CPW Two-Cam System of the Mission Menace are strategically-placed perimeter weights. When the bow is shot, those weights rotate backward as the limbs is the bow rocket forward, effectively counteracting and canceling out shot vibration and noise. The result is one of the quietest and most shock-free new-bowhunter bows ever offered.

Surprisingly Affordable

Economy and value are important to most new bowhunters. The 2009 Mission Menace is a surprisingly affordable bow, with retail prices ranging from \$249 to \$269. Given the Menace's versatility, good looks and performance, that's an authentic value.



Bow Report

By Bill Krenz

Mathews McPherson Series Monster

Mathews founder and President Matt McPherson has been designing and producing compound bows since about 1970. He launched his very first bow company, McPherson Archery, in 1985. That company specialized in fast two-cam bows with unusually high letoff. Difficulties with partners caused Matt to sell his shares in that company just three years

later. But in 1992, armed with an even better idea (the one-cam concept), Matt founded Mathews Inc., and the bow world was forever changed.

For the next 16 years the golden logo of Mathews stood for inventive solo-cam bows. In that time Matt continuously improved his eccentrics and his bows, while legions of archers and nearly every one of his competitors were eventually won over by the simplicity, reliability and superb performance of Matt's one-cam eccentric system.

"I knew from the very beginning," Matt once told me, "that the one-cam system was superior to all other compound-bow systems...with one tiny exception. That exception was in its ability to milk that last three percent of arrow speed out if a compound bow. Not everyone wants or needs that sort of max speed, but some do. I could make a smooth, accurate one-cam system go surprisingly fast. But to push the arrow speed that last little bit, I recognized that I needed a new and truly advanced two-cam system."

And so, after 16 years of focusing on cutting-edge, solo-cam bows and 20-plus years after McPherson Archery, Mathews has debuted its first dual-cam bow—the Mathews Monster.

Actually, to be correct, it's the Mathews McPherson Series Monster. In a strange twist of fate, Matt recently bought back the name of his original bow company and is now using that moniker once again for his revolutionary two-cam creations. In that sense, Matt's bow designs have come full circle.

The McPherson Series Monster is one of the fastest, most efficient dual-cam compound bows ever produced. It features a full 80-percent letoff, highly pre-loaded Quad V-Lock Limbs, Harmonic Dampers, Mathews Angled Roller Guard, In-Line Grip, String Grubs and an innovative Harmonic Stabilizer, and it introduces AVS

Technology. AVS, which stands for Advanced Vectoring System, is a totally new and revolutionary two-cam system that's faster than lightning. AVS and the new Mathews Monster are helping to dramatically raise the bar on dual-cam engineering and bow performance.

How It Shoots

Like everyone else, I'm interested in how a bow shoots in terms of how it draws, how quiet or noisy it is at the shot, how much hand shock it possesses when an arrow is released, how much arrow speed it generates and how easy it seems to shoot accurately.

The draw cycle of the Monster is unique. It begins surprisingly smooth for a bow this radically fast, loads up a bit near the end and then promptly lets off to a comfortably firm wall. If anything, the draw feels smoother to me than most other really fast bows. That slightly odd weight buildup near the end of the draw cycle is easily explained. The Monster's Advanced Vectoring System includes two oversized, off-center cam bearings, which are distinctively red in color and located on each side of the upper and lower cams on the Monster. Those red bearings are revolutionary. As the Monster is drawn, the off-center red bearings rotate, first toward the archer and then, near the end of the draw, inward toward the opposing cam.

The striking benefits of the system are threefold. To begin with, the Advanced Vectoring System stores more energy for more arrow speed. It also maximizes the bow's letoff for more shooting comfort. And it synchronizes the two cams together for easier tuning and enhanced accuracy. I could feel that seemingly perfect, smooth cam synchronization every time I drew the bow.

At the shot, the Mathews Monster is surprisingly quiet and shock-free, even with the fastest arrows. The sound seems duller and more muted than with many super-fast bows. Adding the company's new DeadEnd String Stop (it mounts quickly to the Monster's rear stabilizer bushing) further dampens shot noise and especially vibration.

Arrow speed with the Mathews Monster is simply astonishing. Just a few years ago archery engineers would have told you that it wasn't possible to build



The unique, oversized red bearings located on each side of the cams on the Monster are revolutionary. They help the system store more energy, maximize the bow's letoff and synchronize the upper and lower cams.



Dramatically pre-loaded 14-inch limbs on the Monster are locked into self-aligning limb pockets, and their past-parallel configuration helps dampen shot vibration and noise.



Specifications

Mathews Monster

Axle-to-Axle Length	33.5 inches
Brace Height	6 inches
Riser Geometry	4.6 inches reflex
Mass Weight	4.4 pounds
Letoff	80 percent
Draw Lengths	25 to 30 inches
Draw Weights	40#, 50#, 60#, 70# & 80#
Camo	Realtree AP Camo, Black Riser

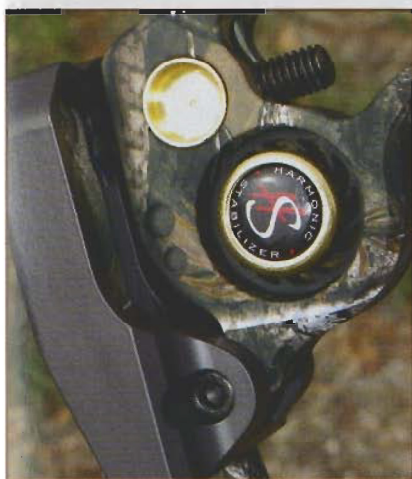
For more information, log onto mathewsinc.com or call (608) 269-2728.

Arrow Speed

2009 Mathews Monster set at 29 inches (by factory) and adjusted to 70 pounds

28-INCH ARROWS	SHAFT: GRAINS/IN	ARROW: TOTAL WEIGHT	KINETIC ENERGY	ARROW SPEED
EASTON XX78 ALLOY 2512	10.3	448 GR.	92.0	304 FPS
EASTON FULL METAL JACKET 400	10.2	426 GR.	91.5	311 FPS
CARBON EXPRESS ARAMID KV 350	9.8	415 GR.	90.9	314 FPS
CARBON TECH WHITETAIL 65/80	9.5	411 GR.	91.1	316 FPS
CARBON EXPRESS MAXIMA HUNTER 350	8.9	398 GR.	90.5	320 FPS
EASTON ST AXIS N-FUSED 400	9.0	392 GR.	90.3	322 FPS
BEMAN ICS HUNTER ELITE 400	8.4	390 GR.	90.3	323 FPS
GOLD TIP XT HUNTER 55/75	8.2	385 GR.	89.8	324 FPS
PSE RADIAL X WEAVE HUNTER 300	8.1	376 GR.	89.8	328 FPS
EASTON LIGHTSPEED 400	7.4	363 GR.	89.4	333 FPS
GOLD TIP ULTRAUGHT PRO 400	7.4	361 GR.	89.4	334 FPS
CARBON TECH CHEETAH 400	6.4	346 GR.	88.8	340 FPS
HIGH COUNTRY SPEED PRO MAX	5.5	303 GR.	88.2	362 FPS

Bow weighed with an Easton Bow Force Digital Scale. All tests conducted with a Spot-Hogg Hooter Shooter Portable Shooting Machine and a Competition Electronics Pro Chronograph.



New for 2009 and located near the bottom of the Monster's riser is the Mathews Harmonic Stabilizer. Its 3-ounce weight dampens shot vibration like never before and better balances the bow.

a bow this fast while being this shootable. And the Mathews Monster is most assuredly shootable. It does take consistent shooting form to master any bow this fast with a riser this reflexed, but I found the Monster a breeze to tune and arrow groups to be pleasingly tight all the way out to my 80-yard target.

This Monster does indeed deliver monster arrow speed, but it's far from being an ogre when it comes to overall shooting performance. In fact, I could see it becoming a very good friend.

Key Features and Benefits

Advanced Vectoring System

There are five things you need to know. The AVS dual-cam system on the Mathews Monster is blazing fast. It's completely synchronized for a smooth draw and easy tuning. It's beautifully balanced for negligible cam and limb lean.

It utilizes interchangeable modules for draw length adjustment. It is totally revolutionary. Fast, synchronized, balanced, adjustable and trendsetting. That's Mathews AVS.

Pre-Loaded Quad V-Lock Limbs

The highly pre-loaded Quad V-Lock Limbs on the Monster are tough as nails. They're medium length to spread draw and shot forces, and they're locked securely into self-aligning limb pockets. They're also past-parallel-configured to dampen shot vibration and noise.

Harmonic Stabilizer

Brand new for 2009, and factory installed on the Monster, is the Mathews Harmonic Stabilizer. Located in the bottom Harmonic Damper hole on the Monster's riser, the Harmonic Stabilizer is both a very effective vibration dampener and a bow balancer. The Harmonic Stabilizer weighs approximately 3 ounces. It steadies the bow at full draw and dampens like never before.

Angled Roller Guard

The now-much-copied Mathews Roller Guard reduces cable-system resistance by guiding each cable within low-friction wheels. That's the technical advantage. The practical benefit is that this is the shortest, trimmest, most out-of-the-way cable guard ever.

Harmonic Damping System

Integrated into the Monster's riser and Roller Guard are Mathews Harmonic Dampers. These unique dampers, which consist of a weight suspended within a flexible rubber spiral, are wonderfully effective at absorbing and dissipating residual shot vibration.

