

Minnesota Bound's Ron and Raven welcome a New Team Member

Minneapolis, MN. (March 10, 2008) - Mitch Petrie has been named President of Ron Schara Enterprises, Inc., it was announced today. Petrie, a former sales executive, will assume daily operations of the television company based in St. Louis Park, Minn. Company founder, Ron Schara, continues as CEO and Executive Producer of programming, which includes the Emmy-award winning program, Minnesota Bound seen on NBC affiliate, Kare 11.

Petrie, an avid outdoorsman, formerly with Range Systems, has an extensive background in business development, sales and management. Prior to joining Ron Schara Enterprises, Petrie was also Executive Producer of Rocky Geared Up on the Outdoor Channel.

In making the announcement, Schara said the change will allow him to focus on writing and creating the stories that have made the company a leading producer of outdoor programming. The company currently produces programs for national cable networks, including ESPN, Outdoor Channel, Versus, Fox Sports North and the History Channel.

"I'm excited to join a leading company in outdoor television production which also leads in the art of storytelling," Petrie said. A Mankato native and a graduate of Saint John's University, Mitch lives in Plymouth, MN with his wife Kristin and their three sons.

About Ron Schara Enterprises: For more than 13 years, Ron Schara Enterprises (RSE) has produced award-winning outdoor television productions (7 Emmy Awards), starting with Minnesota Bound on regional NBC affiliates. RSE has expanded as an elite show provider to serve the growth of national cable networks. Our unique storytelling approach based on the human element sets us apart in the world of outdoor television, making our shows among the most popular nationwide. You can see our productions on ESPN Outdoors, Versus, The Outdoor Channel, Fox Sports and The History Channel.

For more information, or interview opportunities, please call Kelly Jo McDonnell at #952-545-9471 or Kelly@mnbound.com