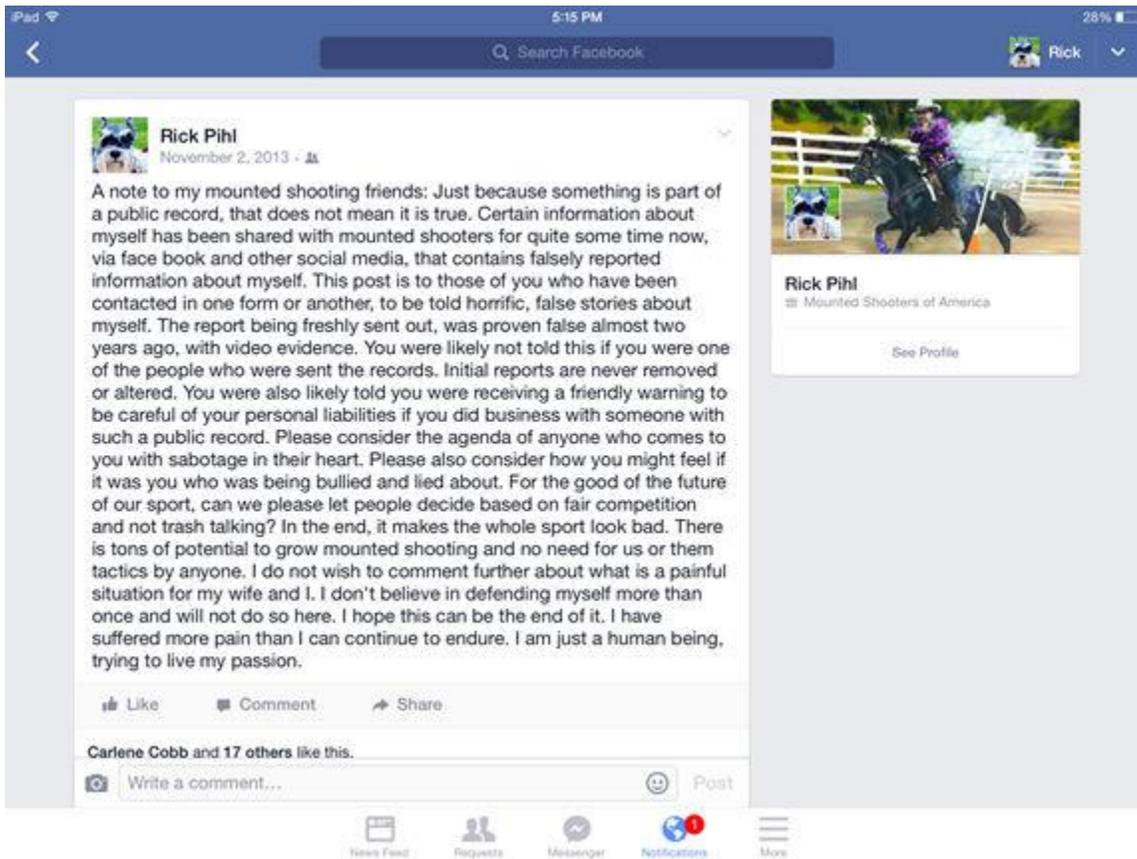


Notice to all MSA and CSA members:

I would like to begin this letter by sharing a personal Facebook post from November 2, 2013.



As you can see and as has been explained in previous communications, I have been attempting for years to battle a smear campaign designed to stop the Mounted Shooters of America from competing with an association that has openly campaigned for a monopoly and does not welcome any competition. Smearing the owner of the MSA is not a new strategy, as the previous owner received similar treatment. After early success, it has become clear that loyal members of our competition have been willing to go to great lengths to kill further success for the MSA by destroying my personal reputation.

It is the entire mounted shooting community that stands to loose, by crushing an association that has brought the sport to the national stage through events like The Patriot, The Road to the Horse and a reality TV show called Straight Shooters that has been in the works, as well as promotion in a national magazine. This has brought new people into our sport, only to have them tainted by those rushing to tell them not to support the association that attracted them to the sport in the first place. Since purchasing the MSA, we have kept fees low and payouts high, only to have membership begin to dwindle, as our competition has done their best to portray generosity as rebellion and threat. The smears make our entire sport look bad. Fair-minded people don't want to hear trash talk and don't want to participate in a sport where it exists. The people who have been entertaining themselves by bullying one of the biggest supporters the sport has ever had, don't care about our sport. They only care about the "street cred" they get for any damage they can do to the MSA.

We have made it clear that we are prepared to make a legal case against those that have crossed the line in their efforts to harm the MSA and have recently vowed to publish our legal accusations. While we continue to reserve that right and have documents ready to file, we have given this issue great thought and do not believe that including our members in our fight will end attacks and that going public will fuel the fire of activity that is not good for anyone in our sport. We understand that no one wants to be the next person to be targeted as I have

and supporting the MSA has already proven difficult for many of our members. We do not wish to drag our supporters into a fight they rightfully want no part of. We wish to put the past behind us and ask our members do the same, so that we may focus our resources on creating the best future possible for our members and their association. After this letter, we will no longer comment on the behavior of short sighted and cruel people who have given a black eye to themselves and their sport as much as they have caused great emotional distress to the owners of MSA, who have cared at times too much, about their sport and what others think.

Since the objective has been to get us to quit and shut down the MSA, we feel the best defense is a good offense. We will show everyone who thinks their dirty tricks will take us down that they are terribly wrong. We will deal with those who cross legal lines in the legal realm. We will not tolerate abuse from within our association by those who have gone so far as to join our ranks to poison us from within. This will be the last that our members hear of our legal issues, so long as they are not dragged into it by our competition. We ask that if you are contacted by people saying we are going out of business, we have cancelled events, or that I am a felon, to please contact us for the truth and not listen to rumors. I would add that if the things that have been said about me were true, I would be in prison, not free to own and participate in an association that involves shooting guns off horses. This should tell you all you need to know about those who make false claims or wish to present me in a false light. Our wish is that everyone focuses on enjoying our sport and the company of those who share their passion and that troublemakers are told that they are not welcome in our sport and their lies will go no further. As we have openly called these people evil, please remember that evil rises in the absence of good. Continue to stand for what is good for our sport and those determined to undermine it for personal agenda's will soon fall.

In order to take the offensive against making my associations success rest on my personal reputation, which likely cannot be repaired, we have decided that new leadership is necessary for the good of the MSA and our members. We have never considered the MSA to be a business for profit. We have always focused first and foremost on what will most benefit our members and our sport. Much investment and patience is necessary to bring our sport to the next level and we feel we have proven our dedication to this strategy.

Previous attempts to completely hand over the reigns have proved damaging, as paid employees tend to care mostly about their paychecks and can't be expected to treat our business with the same care and dedication they would give to their own. We consider this to be a lesson learned and our new leadership will come from an owner with an equal share and thus skin in the game. We have given much thought to whom we thought would best represent the MSA and who could help us to get back on the track of growth we began with.

We have decided to partner with Robby Moudy, whom most of you know. Robby is the President of our Mississippi club and also owns the Southern States Mounted Shooting Association. He has been a dedicated member of our association since we purchased the MSA in 2012 and we have trusted Robby to help us with many important decisions. Robby will become the new President of the MSA and I will serve as CEO and Chairman of the Board, with Ann continuing as Vice President. We will work together, with the important help of Frank Turben, to execute many ideas we have been discussing for some time.

Robby will focus on growth by assisting our clubs as needed and helping to establish and get new clubs running. Robby agrees with our objective to build our association around our club system and as a club and association owner, he has the experience necessary to strengthen our association and help welcome our CSA partners as the new blue print for the MSA. He will be introducing himself very soon and sharing some of the exciting new programs we believe will separate us completely from our competition and describe the new cornerstones on which the New MSA will be built. We are very excited to welcome Robby as our partner and are very confident that our members will benefit greatly from his service. Be sure to join us at our World Championship and welcome Robby to his new role.

Rick Pihl CEO/Chairman of the Board Mounted Shooters of America