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**Nature
Vision, Inc.**

Nature Vision to Launch Revenue Sharing Ecommerce Website

Brainerd, MN (May 15, 2007) Jeff Zernov, President and CEO of Nature Vision Inc. announced an ICAST Show demonstration of a new Nature Vision e-commerce website that will share revenue generated from consumer sales with their distributors and dealers.

A first for the fishing tackle industry, Nature Vision's landmark web-based consumer direct sales program demonstrates their commitment to distributor and dealer partners. Use of Reshare Corporation's patented Distribution Relationship Management software lets Nature Vision share revenue from their direct e-commerce sales. Reshare software eliminates the competitive concerns of distributors and dealers, who can be adversely affected when their vendors sell direct over the internet. The new program passes sales profits to them, as if they had made the sale directly from their own warehouse or store.

At the Nature Vision online shopping page purchasers choose a dealer of their choice. The dealer then receives credit for the sale. If the selected dealer normally purchases Nature Vision products through a distributor, the distributor also shares in the revenue stream.

According to Trevor Sumption, Nature Vision National Sales Manager, "Reshare now gives consumers the ability to conveniently purchase Nature Vision products online, via their favorite retailer or catalog merchandiser," says Sumption. "This also lets us sell directly to consumers without competing with our dealers." Sumption envisions dealers sending their customers to the Nature Vision website to make online purchases, or to place special orders.

Nature Vision will issue monthly checks to their Reshare partners. To aid future merchandising decisions, partners will also receive detailed sales reports for orders that are credited to them.

"Nature Vision was started as a technology driven company," Zernov says, "So it is natural for us to be the first in the industry to use technology to share internet sales revenue with our distributors and dealers." Retailers can participate in website demonstrations and sign up for the new program by visiting Nature Vision's booth (#1938) during the ICAST Show, July 11, 12, 13, 2007 in Las Vegas, Nevada. The Reshare program is slated for a September launch.

Nature Vision, Inc. (NRVN), a publicly held corporation headquartered in Brainerd, Minnesota created Aqua-Vu, the first self contained underwater viewing system in 1997. Founded by President, CEO Jeff Zernov, Nature Vision continues to reinvent the outdoor experience. Visit www.naturevision.com for more information on Nature Vision Inc. and its products.