



**ENZO CREEK**  
*Practical Outdoor Products*

## PRESS RELEASE

**Big Rapids, MI-July 21, 2010:** Enzo Creek, LLC announced today the release of its flagship product, the DEER AGE TOOL™. This utility is used to age Whitetail Deer (*Odocoileus virginianus*) while in the field using Apple's iPhone®, iPod® and iPad® devices.

Universally known as an "APP", this utility uses modern technology to make it possible to electronically evaluate deer age when an internet connection is not available. All data resides on the iPhone® and not over the internet.

The DEER AGE TOOL can also be used to age deer harvested many years prior, provided the lower jaw of the deer is visible for evaluation.

Using Apple's iPhone® 'pinch/zoom' feature, the user can increase/decrease the photo resolution of known age deer jaws and then compare them to the deer being aged.

The DEER AGE TOOL also includes a module that assists the user in identifying age of deer PRIOR to harvest based on the physical and behavioral characteristics of the deer being viewed (commonly known as 'field judging' or aging deer 'on the hoof').

Key markets for the product include the recreational hunter, wildlife property managers, conservation officers/wardens, field biologists, and students.

DEER AGE TOOL is available for purchase exclusively in [Apple's iTunes App Store](#).

Also available from Enzo Creek include the DEER AGE TOOL LITE, a sister product which includes only the 'field judging' module. The full version of the DEER AGE TOOL is also available on CD for the user who does not own an iPhone.

Enzo Creek, LLC is a Michigan based Limited Liability Company and develops iPhone® applications for outdoor sporting activities. The company also manages Enzo Creek Nature Sanctuary, a privately held nature sanctuary, for the benefit of the wildlife that live and migrate through the sanctuary. Information about Enzo Creek, LLC can be found at [www.enzocreek.com](http://www.enzocreek.com).

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