



ARTIST PROOF PORTFOLIO

Hiding Athabasca

*Jasper National Park
Alberta, Canada*

Hello Collectors,

Since I started selling my work I have had only one simple goal in mind: to enrich people's lives through nature using my artwork. It has been at the forefront of everything I do. In the midst of our busy days, what can be more enriching than to walk down the hallway or sit on a couch and feel as if you're actually out there in nature, and so much so that you can nearly smell the flowers? I'd like nothing better than to make everyone's day a little bit better. This year has been exceedingly busy for all of us here at the Studio. It's also been a great year for being outdoors, creating new works and sharing them with the express goal of enriching lives. In fact this year 15 of my images won major awards. I am sincerely grateful for that opportunity because I know that I have placed smiles on faces, even today.

Over the years you have been behind me supporting me and helping me achieve this very personal mission. Thank You!

As usual, when I'm looking to move to the next level and do something different, I turn to those who have always been there to support me: my collectors. There are some great things going on in the next 18 months, including the recently launched StandHere® initiative. Thumb through the next few pages and you will be able to read more about it.

As a sign of my appreciation for my valued & esteemed collectors, I would like to thank you by offering you a truly remarkable opportunity to collect an Artist Proof Portfolio. This is an extremely limited offer and is available to only the first 200 collectors who take advantage of this gift. Previous Folios sold out extremely fast so if this is something you can take advantage of, do.

Please take the time & look through these pages to find out what lies in store for you, because it's amazing! I hope you enjoy it! I hope you take advantage of it!

Thank you again for getting this company to where we are today. We couldn't have done it without you!

Until Next Time, Take care & I'll,
See Ya on the Trail!

Rhlylyl Jr.



Artist Proof Portfolio

In the late seventies, Ansel Adams created the Museum Set Edition of Fine Prints. This was his way of ensuring his most popular and personally liked favorites were available to a wide range of institutions as well as a few private collectors. These master sets were available in 20 prints and the institutions & collectors made their own selection from the 2,500 prints created by the master.

If you owned one of these Museum Set Edition of prints and one of the prints happened to be "Clearing Winter Storm, Yosemite National Park" you would now be sitting on a single record-breaking image that auctioned at Sotheby's for \$722,500 in June of 2010! This surpassed the previous auction record set in 2006 for "Moon Rise, Hernandez, New Mexico" which went for an astounding \$609,600! The theme is clear: Fine Art Photography continues appreciating in value and is worth serious consideration!

The images in Rodney's Collector's Artist Proof Portfolio Set are sold as loose photographs, each signed and numbered by the artist and come in a wax sealed, acid free, 4-ply museum rag portfolio case. The acquisition of this portfolio is the opportunity of a lifetime. Currently a single loose an Artist Proof image sells for \$8,000. You have the opportunity to purchase 5 loose Artist Proof images for a quarter of that price. **An offer this good will likely not come around again and is limited to only 200 collectors.** We strongly urge collectors to keep at least one of the Collector's Artist Proof Portfolio Sets in tact for posterity and use the other to frame and display in their home (or office) to remind them of the beauty found just outside front door.

Collectors may choose one or more of the following Artist Proof Portfolio Sets:

Artist Proof Portfolio I - \$2,000

(five loose photographs)

- 16x20, 10x24 or 12x20

Artist Proof Portfolio II - \$2,500

(five loose photographs)

- 16x20, 10x24 or 12x20

Artist Proof Portfolio III - \$2,500

(five loose photographs)

- 20x24, 15x40 or 24x40

Artist Proof Portfolio IV - \$3,000

(five loose photographs)

- 20x24, 15x40 or 24x40

This is an unprecedented opportunity to collect Rodney's breathtaking work at the highest level of appreciation. This is Rodney's grandiose way of saying thank you to his best collectors while continuing to build a strong brand. This offer is only available for a limited time and limited to only 200 collectors so be sure to take advantage today!



Ansel Adams - Clearing Winter Storm

**“A Good Photograph is
Knowing Where to Stand.”**

- Ansel Adams

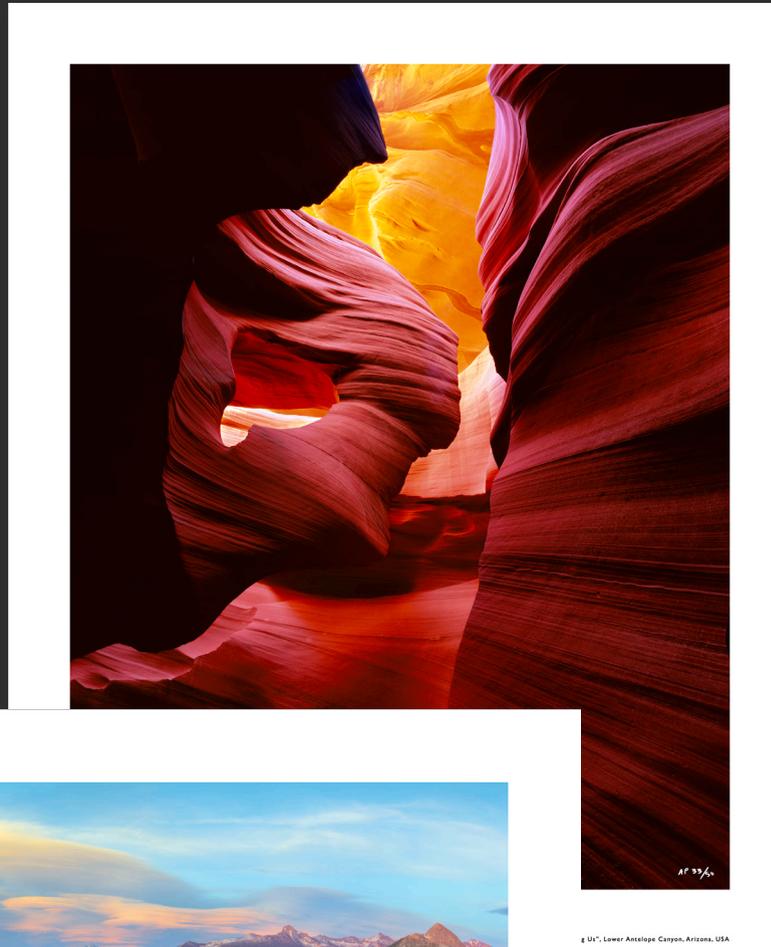


Rodney Lough Jr. - Before The Storm

Summary of Artist Proof Portfolio

This unprecedented offer is only available for a limited time and is only available to the first 200 collectors who call. We anticipate this selling out in no time. Since there are now more than 60,000+ collectors on the formal collector registry, you will not want to wait to place your order! Although you don't need to select your images at the time you order, you will need to call in to place your order before the first 200 limit is reached!

We Highly Recommend the Purchase of Two, One For Posterity Sake and Another to Display.



8 1/2" x 11" Lower Antelope Canyon, Arizona, USA



© Rodney Lough Jr., The Lough Road, Inc. - www.TheLoughRoad.com

11" x 14" Half Dome at Twilight, Yosemite National Park, California, USA

Collectors may select any group of five or ten images at any price level for their Artist Proof Portfolio Set. Only one photograph of each title will be allowed in a single folio, meaning there will be no duplicate images permitted within a single portfolio. Collectors can mix sizes within the size limits of each Portfolio but cannot mix sizes between Folio I, Folio II, Folio III and Folio IV. A collector is welcome to purchase more than one Artist Proof Portfolio Set. In fact, we highly recommend the purchase of two, one for posterity sake and another to display.

As we stated, Rodney has never offered an Artist Proof Portfolio like this before to his collectors. This promotion is part of an effort to grow the Rodney "brand", which helps both our company and our collectors. As our brand grows so does the value of Rodney's images, which is fantastic news for you, the collector. We hope you will take advantage of this offer before it is sold out.

Photography as Fine Art

Forbes

“Collectors of fine photography have plenty to smile about,”

said specialty art insurer Charles Dupplin in 2007.

“People have decided photographs are art. We see a considerable increase in the number of collectors. Most are quite new, so there’s quite a bit of uncertainty; but there is room for good quality photographs to continue to appreciate.” And demand is rising.

According to a survey from ArtTactic, confidence in the modern and contemporary photography market is up 9.2% since May 2012 and 92% of experts surveyed thought that prices in contemporary photography would rise, causing appreciation to increase for collectors.

Auctions are pulling in unprecedented amounts of money for Fine Art photographs. While Ansel Adams’ pieces are going upwards of \$700,000, other photographs are pulling in even more. In November 2011, an Andreas Gursky landscape named Rhein II sold for a record-breaking \$4,338,500 at Christie’s. As these record-setting auctions to collectors are taking place yearly, big museums are also giving more attention to fine art photography. This exposure is increasing demand to Art collectors, making this medium more valuable. Essentially validating what we and you both know, that Fine Art Photography is quickly becoming the art collector’s choice for the 21st century.



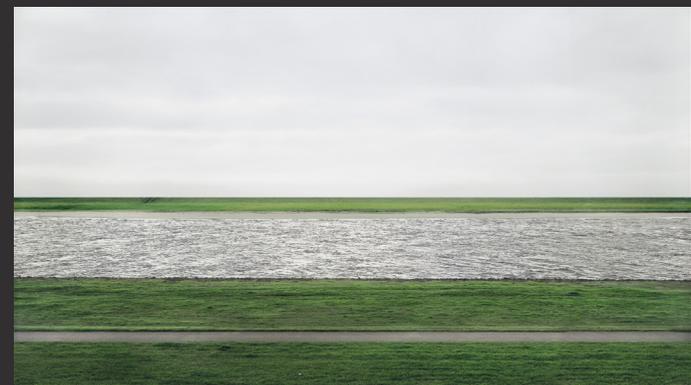
“We’ve seen a huge increase in people that was to become serious collectors of photography and get into this market quite deep,” says Ben Burdett, owner of ATLAS gallery, a fine art photography gallery in London. “Photography is a language that everyone can understand.”

“Photography is a Language that Everyone Can Understand.”

- Ben Burdett

Life’s a Beach

*Kauai
Hawaii, USA*



Andreas Gursky’s landscape Rhein II broke records when it sold at Christie’s for 4,338,500 in November 2011



Appreciation Level: ●●●●●

Few images move Rodney as much as Dogwood does. And collectors feel the same way. The photo is completely sold out of Limited Editions and is very close to selling out of Artist Proofs. Once it is sold out it is gone for good so contact your Art Consultant to add to this piece to your portfolio today!

Available sizes: 16x20 & **20x24**

Sizing upgrades are available for an additional charge.
Ask your Art Consultant for details.

Dogwood

*Yosemite National Park
California, USA*

Visit rodneyloughjr.com to see all available photos.





Appreciation Level: ● ○ ○ ○ ○

Rodney's beautiful shot of Mono Lake in California will leave you "Breathless". This stunning panoramic image was honored with an Epson International Pano Award in 2013. One of the newest of Rodney's images, Breathless was released in 2013 and is quickly becoming a favorite with collectors.

Available Sizes: 10x24 & **15x40**

Sizing upgrades are available for an additional charge.
Ask your Art Consultant for details.

Visit rodneyloughjr.com to see all available photos.

Awards

2013

Epson International Pano Awards

Breathless

*Mono Lake
California, USA*





Appreciation Level: ●●●●○

The still and quiet of the River of Silence has made it a popular choice with collectors. Already at an Appreciation Level 4, this image is close to selling out of its Limited Editions and will likely only be available as an Artist Proof for a short while. The image was recognized by the Professional Photographers of America International Print Competition in 2010 as well as the 2011 Epson International Pano Awards.

Available Sizes: 10x24 & **15x40**

Sizing upgrades are available for an additional charge.
Ask your Art Consultant for details.

Visit rodneyloughjr.com to see all available photos.

Awards

2011

Epson International Pano Awards
International Loop Award

2010

PPA International Print Competition

River of Silence

*Yellowstone National Park
Wyoming, USA*



Appreciation Level: ●●●○○

The vibrant colors of Fall never seem to stick around long enough, but Rodney managed to make them eternal with this piece of "Wisdom". Taken near Rodney's home in Portland, Oregon, Wisdom brings the colors of the most beautiful season into your home year round.

Available Sizes: 16x20 & **20x24**

Sizing upgrades are available for an additional charge. Ask your Art Consultant for details.

Wisdom

*Portland Japanese Garden
Oregon, USA*

StandHere®

“As a photographer, I often get asked, ‘Where did you take that?’ Once, when I was asked that question, something clicked inside of me and I realized that to further expand my desire to enrich people’s lives with my nature based photography I need to get them off the couch and standing exactly where I stood. StandHere® has one simple goal - to provide an opportunity for families and individuals alike to ‘StandHere’ and see the beauty that I see every day.”

Launched in 2013, StandHere® is Rodney’s way of sharing the special places from his world with the entire world. Whether you’re a photographer, an avid hiker or just someone who wants to make a family vacation more special, these are the places that you need to see.

StandHere® gives you everything you’ll need to know to get to each of these locations, from what airport to fly into to detailed GPS-tracked maps showing you just where to hike. We also supply all the information you’ll need to make your trip a great one, including

the best place to lay your head at night and the perfect places to eat in the



morning. From stunning spots just off the side of the road where you can watch the sun sink down into the ocean to flower-filled meadows deep in the mountainous wilderness, StandHere® will guide you every step of the way.

This project has been a labor of love and, while it has just begun, it is growing with feedback from people who have stood where Rodney has stood. We greatly look forward to the adventures to come and invite you and your family to be a part of it.

StandHere® Viewpoints are in locations ranging from Acadia to Zion National Parks, a slew of National Forests and even a few places you wouldn’t expect, like the heart of the San Francisco Bay Area. These aren’t just any hikes within just any parks; they’re the most spectacular places in the world.

Simply visit www.StandHere.net and begin your journey today.

Shangri La

*Banff National Park
Alberta, Canada*

“The Hike Just to Get Here Was Amazing. So Many Places for Great Shots. In This Case, it’s Truly Not Just the Destination, But the Journey. Thank You, Rodney for Sharing This Spot!”

- StandHere® Member Steve McCarthy



Awards

2013

- Benny Awards of Excellence
Stand Here book...Best in Category & Merit
- Epson International Photographic Pano Awards
Forgiven
2nd Beach Sunrise
Breathless
Canyon Spirits
Cathedral Forest
Chasing Rainbows
Devil's Lake
Fall Splendor
Glacier Tarn
Gorillas in the Mist
Half Dome Twilight
Masaya's Messiah
Smiling Down on Us All
The Last Canyon
Un...Believable

2012

- PPA Summer Shootout Competition
Vortex...1st place
The Territory Beyond...3rd Place
- Earned a Master of Photography Degree from Professional Photographers of America (PPA)
- Epson International Photographic Pano Awards
Angel's View
Masaya's Messiah
Life's A Beach
Momentum
- La Universidad Americana
Recognition of Excellence in Photography
- Collector's Choice - Rodney Lough Jr
Denali Morning

2011

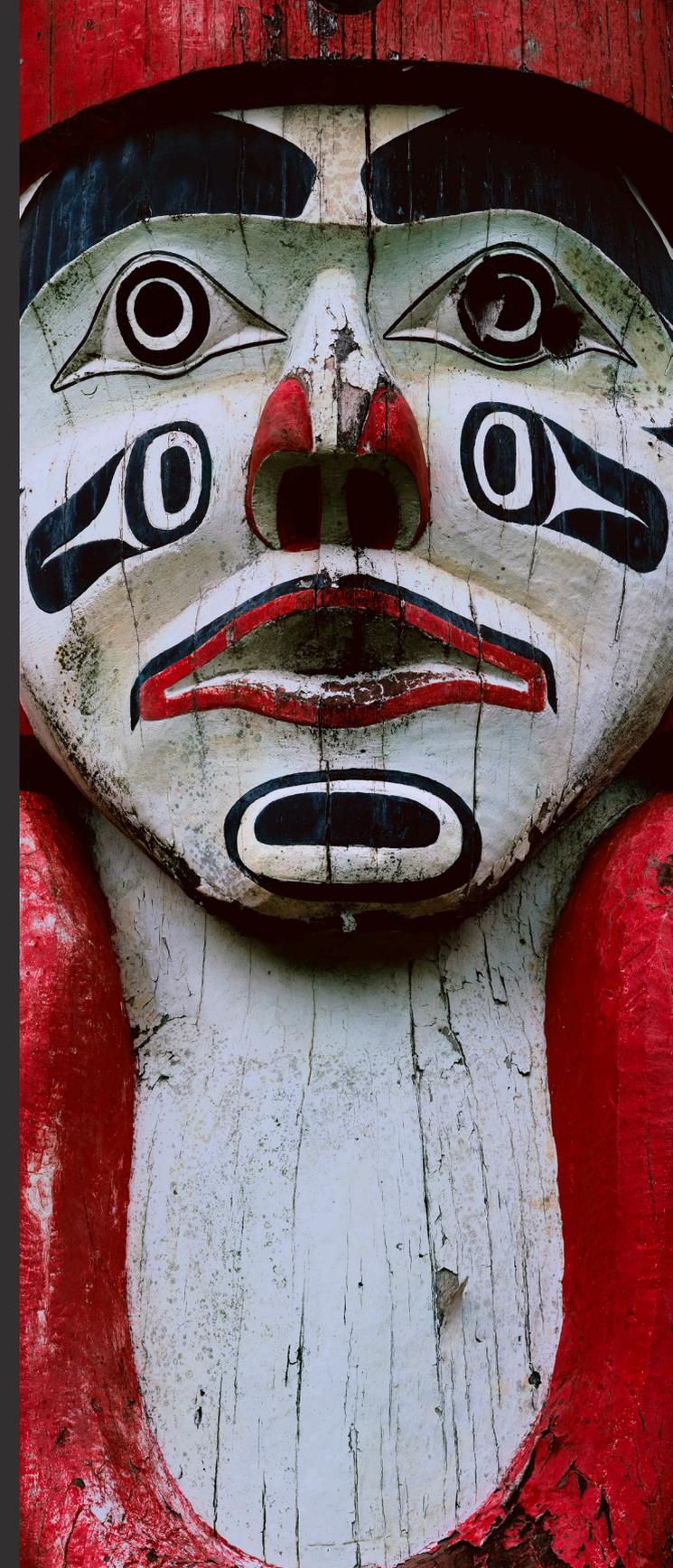
- Popular Photography 18th Annual Readers' Photo Contest
Passing Through
- PPA International Print Competition
Desire
Shangri La
t-Minus 19:07
- Epson International Photographic Pano Awards
Shangri La
The Monument Valley
River of Silence
Arise
End of a Perfect Day
- International Loupe Awards
Above It All
Day Dreaming
River of Silence
The Monument Valley

2010

- Receives Commendation from the United States Senate
- United States Green Building Council
Leeds Certification for Las Vegas Gallery. First gallery ever to receive this honor.
- Gold Ink Awards
Receives certificate of Excellence for Beyond the Trail Book
- Professional Photographers of America International Print Competition
River of Silence
A Mammoth Sunset

Kingcome

*Kingcome Inlet
British Columbia, Canada*



Awards Continued

2009

- Professional Photographers of America International Print Competition
 - Crystal Clear
 - A Moment of Reflection
 - The Monument Valley
- Benny Award of Excellence
 - Beyond the Trail book

2008

- Professional Photographers of America International Print Competition
 - The Subway Station
 - Waves of Stone
 - Worldly Wonder
- Popular Photography Magazine Article
 - The Viewfinder Within
- Outdoor Photographer Magazine Article
 - A New Look at the Landscape
- Fujifilm Licenses Rodney's Work

2007

- Smithsonian Windland Smith Rice International Photography Award
 - Best Landscape Photographer
- Smithsonian National Museum of Natural History Displays Worldly Wonder
- Professional Photographers of America International Print Competition
 - Pondering the Pond
 - God's Garden
 - Passing Through



- The Lucies International Photography Awards
 - Professional Honorable Mention
- Environmental Photography Invitational
 - Professional Honorable Mention

2006

- Secondary Market Begins Selling Work in Europe

2005

- United Nations Certificate of Appreciation
 - Outstanding Contribution,
 - World Environment Day
- International Museum of Women
 - "Generations", an Exhibit of Mother/
 - Daughter Portraits by Rodney Lough Jr.

2003

- Named to the Yahoo! Master Photographers List
- Denton Art & Jazz Festival
 - Best of Show
- Three Rivers Arts Festival
 - Festival Award

Cathedral Forest

*Outside of the Dalles
Oregon, USA*



A Final Thought

With over 60,000+ collectors worldwide and only 200 Artist Proof Portfolio Sets available, call the studio and place your order today! Simply put, this is the best offer I have ever made. The last time we did this, they sold out very fast! Because this unprecedented offer is extremely limited it's likely your last chance to collect Artist Proof Photographs of images you have always had your eye on, because we have some exciting things about to unfold!

In closing, please allow us all to say thank you once more. Not only have you helped put us on the map, you are the driving force fueling us down on The Lough Road of tomorrow. None of our success would be possible without you! We are eternally grateful and humbled for your continued support! THANK YOU!

Until Next Time, Take care & I'll,
See Ya on the Trail!

Rhlylyd Jr.

Desire

*Canyonlands National Park
Utah, USA*



RODNEY LOUGH JR.
MASTER WILDERNESS PHOTOGRAPHER