



THIS IS BASS



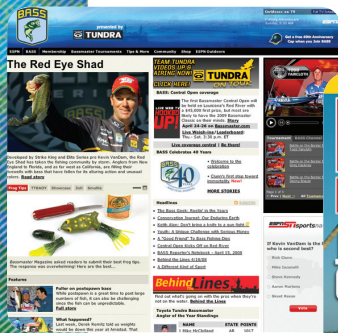
THIS IS BASS

Providing quality multimedia entertainment to avid outdoor consumers.

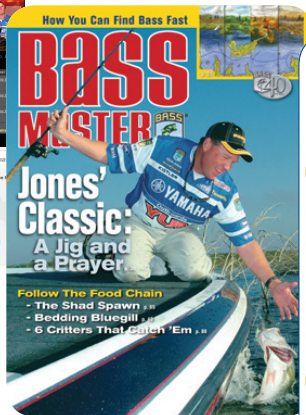
- Part of the ESPN family since 2001, BASS is a multimedia company that is the definitive authority on the sport of bass fishing.
- 40 years strong, BASS is the industry leader and the brand bass fishing fans look to for the latest tips, techniques and tournament news.
- BASS is a lifestyle brand that is comprised of:
 - **A membership organization**
 - **A tournament sports league**
 - **Multi-media platforms.**



Television



Internet



Publications



MEMBERSHIP ORGANIZATION



- BASS offers a Membership Program that is currently over 500,000 members strong.
 - Anglers who join BASS can take advantage of exclusive member benefits. In addition to receiving 11 issues of Bassmaster magazine, members receive tournament eligibility, decals and patches for their boats and jerseys, opportunities to access extended content via our BASS Insider membership, boat theft insurance policy, hotel and car rental discounts and chances to win free products each month.
- Included in the 500,000+ member base are about 21,000 BASS Federation Nation Club members - the most active group of BASS members.
 - Responsible for donating over 28,000 volunteer hours to help with conservation projects.
 - Support approximately 1,500 youth events reaching over 150,000 children each year.
- BASS Life Members consist of 60,000 avid anglers. Life member benefits include an endless subscription of Bassmaster and BASS Times as well as special benefits such as access to the Life Member Lounge, a gift bag and special seating credentials each year at the Bassmaster Classic.



TOURNAMENT SPORTS LEAGUE



Recognizing the spirit of competition, BASS provides tournament platforms for anglers at all skill levels.

BASSMASTER CLASSIC

Culmination of all tournament circuits for the year. Matching the top pro's and amateurs in a fight for over \$1.2 M in prize payouts.



PROFESSIONAL LEAGUE

110 Anglers vying for nearly \$11 Million over 11 events. Season culminates in crowning the Toyota Tundra Bassmaster Angler of the Year.



AMATEURS

Women's Bassmaster Tour

Presented by Academy Sports + Outdoors
The only bass fishing circuit for women.



Opens

Six events annually for amateur anglers who want to turn pro.

PRESENTED BY
Academy
SPORTS + OUTDOORS

GRASSROOTS

Federation Nation
Club tournament structure.



Weekend Series

Offers tournaments for weekend angler.

OPERATED BY
AMERICAN
BASS ANGLERS



MULTI-MEDIA PLATFORMS

Bassmaster Magazine, BASS Times, Bassmaster.com and *The Bassmasters* on ESPN2 make up BASS' multi-media platforms – all geared toward entertaining and informing bass fans.

PRINT PUBLISHING

Bassmaster Magazine

- Sold on newsstand and available by subscription, Bassmaster magazine provides the latest bass fishing how-to, when-to and where-to tips and techniques to over 3.6 million avid readers every month.
- Features insights from the Bassmaster Elite Series Pros as well as detailed illustrations that appeal to all skill levels.

BASS Times

- A monthly publication designed for the truly involved bass anglers, covering conservation projects, club news and in-depth tournament coverage of the Bassmaster Tournament Trail.

Fishing Tackle Retailer

- Fishing Tackle Retailer is the sportsfishing industry's national trade magazine. Not only does it help tackle store owners stock just the right products on their shelves, it provides a communication link connecting manufacturers, wholesalers and retailers.





MULTI-MEDIA PLATFORMS

INTERNET

Bassmaster.com, ESPNOutdoors.com and BASSInsider.com.

- 6.2 million average page views each month.
- Providing bass fans everywhere with instant tournament results and events coverage via real time leaderboards and live streaming video coverage of all events.
- Fans can build their Fantasy Fishing teams and check their progress.
- Audio Podcasts are the latest feature, and extended tips and techniques content is also available with the click of a mouse.
- BASS Insider is a membership web site providing extensive information designed to help bass anglers of all skill levels become more successful in bass fishing. Through a variety of media, including video, animation, text and online interaction, Insider serves a community of anglers who desire more information than most other fishermen.

TELEVISION

- Entertaining over 11.7 million viewers annually.
- Airing every Saturday morning on ESPN2, *The Bassmasters* chronicles the Bassmaster Elite Series.
- Other bass fishing programs on ESPN and ESPN include The Bassmaster Classic, The Bassmaster Classic Highlights, Toyota Tundra Bassmaster Angler of the Year Highlights, Bassmaster Elite Series Winning Ways and a Celebrity BASS Tournament.





PRESS COVERAGE

The communications department handles media relations for BASS and all of its events and for outdoors programming on ESPN2.

The department services the media by creating a comprehensive, annual media guide, driving placement of news stories across multiple platforms nationally and globally, generating news releases – which are distributed to more than 1,500 working media members and archived at www.Bassmaster.com – and overseeing on-site communications efforts from BASS events.

The New York Times Angler Who Can Make His Line Dance, Too

By Douglas
ANDERSON, S.C. — The bass fishermen have been busy this morning parking a boat while hurrying to the top of the shed. His truck is an orange size that holds 14 gallons of fuel and a square a dash to the door handle. —
Bass's color study were garnish and black colors of his sports car. —
Curt Lane, 37, in the morning light before a practice round of the Bassmaster Classic. —
When these men, then paid the handle off for the reveal. —
of 7 a.m. his drive over from town to get a picture of the truck and look at the driver. —
A competitor headed toward the water looks back and shakes his head, but it is Bass's car. —
"Man, that truck is a lot off ground. If I need a replacement in and out of the water, I'll get a Challenger. They are competition and friends. —
Bass often ends in the air but has chosen. —
"Some people think I'm over the top on purpose," said Bass. —
has been a professional fisherman since 1977. —
"I can't back up," he said. —
Bass's mother died before he became 1987 Angler of the Year on the Bassmaster. —
General Manager of the Bassmaster Classic. —
Bass's mother died before he became 1987 Angler of the Year on the Bassmaster. —
General Manager of the Bassmaster Classic. —
Bass's mother died before he became 1987 Angler of the Year on the Bassmaster. —
General Manager of the Bassmaster Classic. —



PLENTY TO CELEBRATE: Bassmaster Classic winner Alton Jones got \$500,000 and a call from President Bush.

Los Angeles Times Angler Jones reels in the opportunity of a lifetime

By Pete Thomas
A Bassmaster Classic winner of three times over, Alton Jones is a man who has made a name for himself in the world of fishing. —
Jones, 37, is a professional fisherman who has won the Bassmaster Classic three times over. —
Jones, 37, is a professional fisherman who has won the Bassmaster Classic three times over. —
Jones, 37, is a professional fisherman who has won the Bassmaster Classic three times over. —



Sheets Reese had seven top-10 finishes in 2007, when he was the Angler of the Year.

ESPN Communications
Los Angeles, CA
Los Angeles, CA
Los Angeles, CA
Los Angeles, CA

INSIDE BASS



- As you can see, BASS truly is committed to providing quality multimedia entertainment to outdoor consumers.
- Reaching millions of fans each month via print, internet, on-site or through television programming, the BASS team is constantly looking for ways to better serve our audience.
- Located in Celebration, Florida, BASS is made up of 75 people who work in one of these departments:



Circulation/Membership

Recruiting and retaining bass fishing enthusiasts for Bassmaster, BASS Times and Fishing Tackle Retailer publications. Creating and monitoring all direct mail campaigns, this team is devoted to growing the Bassmaster magazine audience and providing quality member benefits.



Print Publishing

With an expert team of editors and writers, you can bet our publications team delivers the latest bass fishing tips, techniques and news each month. Publishing more than 30 issues a year, this award-winning team never slows down.



Tournament Events

Event planning and execution is the name of the game with the tournament staff. The tournament team is responsible for everything from tournament registration/management to venue set-up at each tournament stop as well as enhancing the fan experience.



Marketing

From conceptualizing campaigns to executing the design elements to promoting BASS events and programs, this team is responsible for promoting the BASS brand at every level.

INSIDE BASS



Sales

The BASS Sales team is responsible for print, television, internet and sponsorship sales. Our sales reps have the right balance of passion and product knowledge to deliver the bass fishing experience nationwide.



Customer Service

The BASS Customer Service team is dedicated to providing BASS members the best support possible.



Finance / Administration

From magazine subscription revenue to multi-million dollar sponsorships, the finance and administration team manages BASS' assets with expertise and are the behind-the-scenes support system.



COMMUNICATIONS (PR)

With extensive press coverage in newspapers and magazines, the BASS communications (PR) team is tasked with delivering in-depth and tournament coverage and BASS Company news to all bass fishing fans.



Conservation

BASS has a 40-year history of promoting wise fisheries management, protecting fishery resources and expanding public access to water. At every level, from local to state to national – and even international – resource managers look to BASS for advice and leadership on conservation issues affecting sportsfishing.

JOIN THE BASS TEAM

To learn more about our jobs and how to apply be sure to visit <http://joinourteam.espn.com>, click the JOB tab, then type BASS in Keyword.