

ESPN OUTDOORS 2009 SALTWATER SERIES



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Saltwater
SERIES

ESPN Outdoors Saltwater Series

Concept

- Continuing in 2009- A return of the highly successful Saltwater Series on ESPN2!
- Extensive coverage with live streaming video on ESPNOutdoors.com!
- ESPN Outdoors Saltwater Magazine - APRIL 2009

Content

ESPN2 Television - Original programming

- Tournament coverage filled with tips, techniques, non-stop entertainment.
- Series hosted by The Spanish Fly - Jose Wejbe

ESPNOutdoors.com – Live event coverage / year round tips & destination features

- ESPNOutdoors mobile satellite van will provide live content onsite
- Focus on winning techniques and personalities – entertain & educate fans
- Create a year round destination based on the species showcased in each event

ESPN Outdoors Saltwater Series Magazine

- A stand alone publication – exclusive Saltwater content - shipped to the BASS membership that live along coastal states... over 250,000 BASS members go saltwater fishing on a regular basis
- Will be Poly-bagged with April issue of Bassmaster Magazine



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Market for Saltwater Coverage

9 Million Saltwater Fishing participants in the U.S.
85 Million angler days spent Saltwater fishing each year
\$9 Billion a year anglers spend on their sport

➤ **45% of Bass Members go Saltwater fishing ever year**

BASS Members read the following magazines regularly:

Bassin'	44.6%
In-Fisherman	33.6%
Field & Stream	24.1%
N.A. Fisherman	16.0%
Outdoor Life	14.7%
American Rifleman	8.4%
BuckMasters (Whitetail Magazine)	7.3%
Hunting Magazine	7.2%
Saltwater Sportsman	5.3%
Ducks Unlimited	5.1%
Outside Magazine	3.1%
National Geographic (Adventurer)	2.7%

Highest Saltwater Readership among Bass members

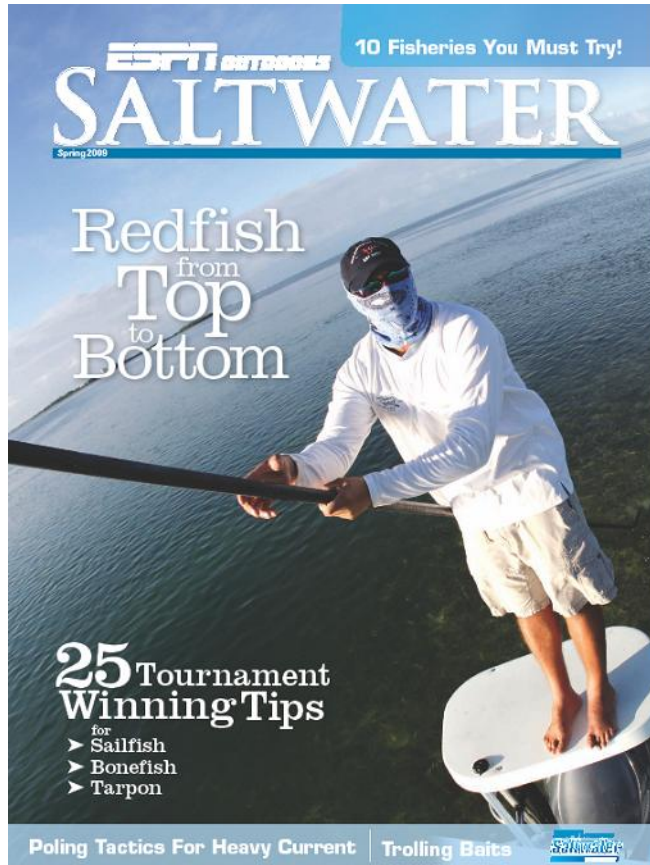
2007 Bass Member Study, 2006 U.S. Fish and Wildlife service surveys of Fishing, Hunting and Wildlife-Associated Recreation



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Saltwater Series Magazine



A Stand Alone publication – exclusive to Saltwater content – shipped to the BASS membership of over 250,000 BASS member states for Saltwater Fishing. Will be Poly-bagged and mailed with the April 2009 edition of Bassmaster magazine.

Connecticut	5,296
Maine	2,752
Massachusetts	8,981
New Hampshire	2,885
New Jersey	9,604
New York	18,974
Rhode Island	1,531
Louisiana	14,090
Mississippi	8,660
Texas	42,621
Alabama	20,745
Delaware	1,574
Florida	36,166
Georgia	22,566
Maryland	7,471
North Carolina	22,627
South Carolina	13,008
Virginia	18,160
	257,711



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2009 Schedule

EVENT	TYPE	LOCATION	DATE
Baker's Bay Marsh Harbor Bonefish Classic	Bonefish	Abaco, Bahamas	April 3-6
Sunrise / Sunset Tarpon Tournament	Tarpon	Duck Key, Florida	April 24-26
Florida Keys Outfitter's IGFA Inshore Tournament of Champions	Redfish, Bonefish, Tarpon, Permit, Snook	Islamorada, Florida	July 7-9
F.C.A. Montauk Redbone	Bluefish, Striped Bass, Albacore	Long Island, New York	Sept. 23-25
Rich's Golden Isle Red Trout Classic	Redfish, Trout	St. Simons Island, Georgia	Oct. 8-10
Redbone Celebrity Tournament	Redfish, Bonefish	Islamorada, Florida	Nov. 6-8



Schedule subject to change

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Saltwater Series 2009 TV Schedule

<u>Date</u>	<u>Event</u>	<u>Location</u>
4/5	Southernmost Light Tackle Anglers Masters Celebrity Tournament	Key West, FL
4/12	F.C.A. Montauk Slam	Montauk, NY
4/19	Baybone Celebrity Tournament	Key Largo, FL
4/26	Redbone Celebrity Tournament	Islamorada, FL
5/3	Fall Deep Water Celebrity Bonefish Classic	Grand Bahama
5/10	Don Gurgiolo Sailfish Classic	Islamorada, FL
5/17	Southernmost Light Tackle Anglers Masters Celebrity Tournament	Key West, FL
5/24	F.C.A. Montauk Slam	Montauk, NY
5/31	Baybone Celebrity Tournament	Key Largo, FL
6/7	Redbone Celebrity Tournament	Islamorada, FL
6/14	Fall Deep Water Celebrity Bonefish Classic	Grand Bahama
6/21	Don Gurgiolo Sailfish Classic	Islamorada, FL

All programs air at 8:30am on ESPN2 and are 26 minutes in length



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