

FOR IMMEDIATE RELEASE

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Announcing America's #1 Fishing Website!

Now, National Advertisers Can Reach a Massive Consumer Base via a Robust Internet Platform

Key West, Florida- According to the American Sportsfishing Association, 44 million Americans spend time fishing. This makes it one of the top leisure activities in the United States. Not only that, fishing enthusiasts pour \$42 billion into the U.S. economy each year!

Launching in the first quarter of 2009, the newly created **USAFISHING NETWORK (USAFN)** will be the internet's "place to surf" for all things fishing related.

"Our ultimate mission is to become the number one fishing resource, the number one fishing website and the number one fishing digital broadband channel. We'll promote sportsfishing, and conservation education. And we'll provide encouragement and resources to youth and women anglers," declares Charles Stoyka, cofounder of the **USAFN**.

"We intend to elevate fishing to the status of NASCAR."

"Fishing is one of the biggest as-yet-untapped markets," says Stoyka. The **USAFN** will be a central point where national advertisers can target and optimize their dollars to these consumers."

For advertisers trying to reach this market, The **USAFN** will provide a full range of marketing services within commerce, media and social networking.

The **USAFN** uses a proven video publishing management and delivery platform. This allows sponsors to market and monetize media assets online. It also provides instant analytics on their marketing dollars.

"Our site will provide easy entry and new consumer interactive media delivery. Packaged programs and promotions will be available for the fishing market to develop national, regional and local marketing events."

The initial thrust of the **USAFN** will be the promotion of the 350-plus major offshore fishing tournaments. These events enjoy the highest media exposure and payout the largest purses. So, they're a natural fit for **USAFN**.

Plus, according to Stoyka, major corporations are ready to spend to associate their products with the sport of fishing. "We intend to elevate fishing to the status of NASCAR," says Stoyka.

About USAFishing Network– The management team of the **USAFN**, led by Charles Stoyka, has over 80 years experience developing major market and sporting events. Mr. Stoyka has been a creative design and marketing consultant to major Fortune 500 companies such as Chrysler, Ford and General Motors. He was instrumental in developing the first licensing/marketing program for professional auto racing, pre-NASCAR.

Mr. Stoyka currently serves as President and CEO of International Marketing and Designs of Ft. Lauderdale.

The USAFN is headquartered in Key West, Florida, with offices in Ft. Lauderdale, Palm Beach and Chicago.

For additional information on the launch of the USAFishing Network, contact Dr. Diane Balkwill, Vice President of Marketing, at 305-295-2957.

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