



ABU GARCIA TO SPONSOR NCBFC BIG BASS AWARD

SPIRIT LAKE, Iowa (January 28, 2008) – Abu Garcia has announced their sponsorship of the Big Bass Award for the National Collegiate Bass Fishing Championship (NCBFC). Three winners will receive scholarship money donated by Abu Garcia.

“Abu Garcia is proud to support the National Collegiate Bass Championship,” Andrew Marks, Marketing Manger for Abu Garcia, said. "The collegiate bass fishing program is an excellent way to get more young anglers involved in the industry. Young anglers are a vital part of the success for our Revo and Cardinal reels and their passion and enthusiasm is exciting to witness.”

Abu Garcia’s Big Bass award includes the opportunity for anglers to win scholarship money at the Championship. Revo STX reels will be awarded throughout the season to anglers that catch their big bass using Revo reels.

“Abu Garcia’s involvement with NCBFC is a step in the right direction, which is to promote angling throughout the younger generations,” Wade Middleton, Lead Coordinator of NCBFC, said. “Collegiate athletes spend time in the classroom and on the water. Abu Garcia is not only supporting the fishing sport, but supporting the education of student athletes.”

The NCBFC made its debut in the fall of 2006. It was a modest beginning with 41 two-person teams representing 24 colleges and universities. With participating teams from Purdue, Wisconsin, Texas A&M, Oklahoma, Oregon, Alabama and others. Conferences like the Big 10, Big 12, PAC-10 and SEC all had a prominent presence.

In less than six months after the inaugural event, the number of collegiate fishing programs across the country nearly tripled in size, and participation in the 2007 Championship doubled. The 2007 event brought 84 two-person teams representing 44 colleges and universities from across the nation to Lake Lewisville. Texas A&M University took the national title home to College Station. At least 100 teams are expected to participate in the third annual championship in 2008.

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