



FENWICK TO SPONSOR AWARDS FOR NATIONAL COLLEGIATE BASS FISHING CHAMPIONSHIP

SPIRIT LAKE, Iowa (January 28, 2008) – Fenwick has teamed up with the National Collegiate Bass Fishing Championship and will co-sponsor with Berkley and Abu Garcia the Berkley Big Bag Award and the Berkley Collegiate Team of the Year.

“Fenwick is proud to support the National Collegiate Bass Championship,” Andrew Marks, Marketing Manager for Fenwick, 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 of our industry and their passion and enthusiasm is exciting to witness.”

The Big Bag Award includes an opportunity for anglers to win scholarship money and \$1,500 in tackle from Fenwick. Along with the Big Bag Award, Fenwick will donate up to \$2,000 in product for the Collegiate Team of the Year. Fenwick covers the anglers’ products, which include everything from the Eagle GT to Fenwick’s Elite Tech rods.

“Fenwick’s support for the NCBFC is a giant step toward further promotion of fishing among young anglers,” Wade Middleton, Lead Coordinator of NCBFC, said. “Student athletes compete in the classroom and on the water. Supporting up-and-coming anglers will have a positive impact on future generations.”

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, and 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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