

COSTA OFFERS DISCOUNT & INCENTIVE PROGRAMS FOR BOATU.S. COLLEGIATE BASS FISHING CHAMPIONSHIP SERIES ANGLERS



As a returning, long-term sponsor of the 2010 BoatU.S. Collegiate Bass Fishing Championship Series, Costa is increasing its support for collegiate anglers through a discount purchasing and incentive program as outlined below.

Product Discount:

All collegiate anglers participating in either the 2010 BoatU.S. Collegiate Bass Fishing Championship or the Collegiate Bass Fishing Open event may order a pair of Costas and other gear at 50% off retail. Limit of one pair of sunglasses per angler. Order form is available from Mike Hastings mike@carecotv.com.

Product discount offer available from April 1st, 2010 through June 30th, 2010.

Incentive Program:

Available to collegiate anglers competing in the following televised events:

Event	Date	Location
SFA Bucketmouth Bass Tournament	December 18-19, 2009	Lake Sam Rayburn, TX
ATU Invitational	March 26-27, 2010	Lake Dardanelle, AR
SCBFS Championship	April 2-3, 2010	Wheeler Lake, AL
BoatU.S. Collegiate Bass Fishing Championship	May 27-28, 2010	Lake Lewisville, TX
Collegiate Bass Fishing Open	June 24-25, 2010	Kentucky Lake, TN

Awards:

Big Bass of the tournament \$500/*\$1,000

Eligibility Requirements:

Both Team members must wear Costa sunglasses on their face or neck from takeoff to weigh-in.

*An additional \$500 will be awarded to the Big Bass winners at the BoatU.S. Collegiate Bass Fishing Championship and the Collegiate Bass Fishing Open if at least one team member also wears a Costa hat or displays the Costa logo on the front top portion of their jersey and both team members wear Costa sunglasses on their face or neck from takeoff to weigh-in.

Additional Awards:

For the *BoatU.S. Collegiate Bass Fishing Championship*, the top 5 teams (10 anglers) will receive a pair of Costa sunglasses. For the *Collegiate Bass Fishing Open*, the winning team (up to 6 anglers) will receive a pair of Costa sunglasses.