

FOR IMMEDIATE RELEASE  
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### **LaserLure, Inc., Joins Women's Bassmaster Tour as Sponsor**

BASS announced today that LaserLure, Inc., a Shreveport, La.-based lure manufacturer, will join the organization as a sponsor of the Academy Sports + Outdoors Women's Bassmaster Tour during the 2009 tournament season.

Most recently, LaserLure has made a splash in the fishing industry with sponsorship deals with Bassmaster Classic champions Mike Iaconelli and Boyd Duckett. The innovative company was able to leverage its hometown roots during the 2009 Classic in Shreveport-Bossier City, La., to garner significant exposure for its brand of lures.

"We are excited to sponsor the 2009 Women's Bassmaster Tour," said Mike Lopez, national sales manager for LaserLure, Inc. "At LaserLure, we know we have developed the most innovative, futuristic and exciting new lures and we are equally certain that we have formed a valuable relationship with ESPN and BASS that will bring the spotlight to our product."

As part of its association with the Women's Bassmaster Tour, LaserLure will receive space and signage at each WBT event to promote and display their products.

The sponsorship agreement includes a large presence across BASS' multimedia assets, including *Bassmaster Magazine*, *BASS Times* and *Fishing Tackle Retailer* in addition to ESPN Outdoors programming on ESPN2.

"LaserLure is building a fine reputation as an innovator and avid supporter of the fishing industry," said Tom Ricks, vice president and general manager, BASS & ESPN Outdoors. "We are pleased to align the Women's Bassmaster Tour with such a creative force."

**Women's Bassmaster Tour sponsors:** Academy Sports + Outdoors, Toyota, Berkley, BOOYAH, Mercury, OPTIMA Batteries, Skeeter, Yamaha, Ramada, Triton Boats and Legend Boats.

#### **About LaserLure, Inc.:**

Shreveport, La.- based LaserLure, Inc., produces water-activated, computer-controlled lures that come in five body styles. For more information on products, visit [www.laserlure.com](http://www.laserlure.com) or call 1-877-527-5873.

#### **About BASS:**

For more than 40 years, BASS has served as the authority on bass fishing. With its considerable multi-media platforms and expansive tournament trail, BASS is guided by its mission to serve all fishing fans. Through its industry-leading publications *Bassmaster Magazine*, *BASS Times* and *Fishing Tackle Retailer* and comprehensive Web properties in ESPN360.com, ESPN's sports broadband network, [Bassmaster.com](http://Bassmaster.com), [BASSInsider.com](http://BASSInsider.com) and [ESPNOuthdoors.com](http://ESPNOuthdoors.com), the organization is committed to delivering content true to the lifestyle. Additionally, television programming on ESPN2 continues to provide relevant content – from tips and techniques to in-depth tournament coverage – to passionate audiences.

The organization oversees the prestigious Bassmaster tournament trail, which includes the Bassmaster Elite Series, Bassmaster Opens, Women's Bassmaster Tour and the Bassmaster Classic, the ultimate celebration of competitive fishing. Through its grassroots network, the BASS Federation Nation, BASS sanctions more than 20,000 events annually.

BASS also offers an array of services to its more than 500,000 members while spearheading progressive, positive change on issues related to conservation and water access. The organization is headquartered in Celebration, Fla.

Media Contact: Doug Grassian; (407) 566-2216 or [doug.grassian@espn.com](mailto:doug.grassian@espn.com)