

PRESS RELEASE
For Immediate Release

**Bass Tackle Depot .com Creates BASS Federation Nation Discount Program
Program to help fund Federation Nation Youth Programs**

Oroville, Calif. – The BASS Federation Nation has a storied history as one of the preeminent grass roots competition, education and youth fishing organizations in the world. Bass Tackle Depot .com, one of the Internet’s fastest growing bass fishing retailers is committed to the Federation Nation programs, and has decided to provide members a purchase discount while helping to fund Federation Nation Youth initiatives at the same time.

Beginning immediately, BASS Federation Nation members can access Bass Tackle Depot.com through an affiliate link located on Bassmaster.com’s Federation Nation page and by doing so, earn a 5% discount on all Internet purchases at the site. In turn, Bass Tackle Depot will accrue an additional 5% affiliate program donation to Federation Nation Youth programs on all purchases made through the program.

“Bassmaster is the foundation for competitive and recreational bass fishing as we know it today,” said Bass Tackle Depot.com’s Marketing Manager Dan O’Sullivan, himself a California BASS Federation Nation Board Member. “BASS has been the starting point for many careers and has been the place for educational programs and better enjoyment of fishing as a recreational activity for bass anglers the world over. We wanted to be a part of helping to carry on the traditions of the Federation Nation, and this is a way that we could do that.”

O’Sullivan said that the company wanted to find a way to provide for both the adult and youth members of the Federation Nation. “The competitive anglers who make up the membership of the Federation Nation are the backbone of the organization; it is they who donate their time and effort to keeping Federation Nation traditions alive,” related O’Sullivan. “While the adults are the foundation of it, youth are the future to the sustainability of our sport. We wanted to find a way to reward the members, as well as provide funds to help the youth division of the Federation Nation grow as well – this is our heart as a company.”

BASS Senior Manager, Federation Nation: Youth, Stacy Twiggs said that the new program is a result of two organizations working together with forethought to the future. “This program is an illustration of working together for all the right reasons. When partners work together to provide benefits that reach every member the true meaning of collaboration is realized,” Twiggs said. “To create programs that support the anglers are among the greatest contributions we can make toward the future. By developing responsible programs during a challenging environment and rewarding those who symbolize the next generation, our sport is sure to emerge stronger. We’re excited to announce this opportunity for the BASS Federation Nation and to partner with such a great company.”

Federation Nation Members will have access to any and all products available on basstackledepot.com at their 5% discount. When the website is accessed through the affiliate link on Bassmaster.com’s Federation Nation pages, an additional 5% of each purchase will be accrued and paid out to the Federation Nation Youth programs on a quarterly basis. Along with the discounts and affiliate programs, Federation Nation members will receive free shipping when their order totals more than \$50. Bass Tackle Depot will also provide members with full color catalogs for their reading pleasure through a bulk shipment of catalogs to their state presidents.

For information, or to receive catalogs, contact Dan O’Sullivan, Bass Tackle Depot .com’s Marketing Manager by email at danobass@sbcglobal.net or at (916) 412-5232.

Bass Tackle Depot .com is a leading Internet Retailer of premium bass fishing tackle and accessories. Operated by hardcore bass anglers who know what the bass fishing enthusiast requires to pursue their quarry. Bass Tackle Depot .com is the Internet home of brick and mortar establishments, Oroville Outdoors in Oroville, Calif., and Delta Outdoors, in Oakley, Calif. Bass Tackle Depot is a

part of MAM Marketing Group, which is the parent company of Bass West USA Magazine, Westernbass.com, Westernbass.tv, Swimbaitnation.com and U.S. Anglers Choice tournament trails.