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**Skeeter Benefits from Creative Sponsorship Opportunity
*Records Broken in BASS ZONE's Live Web Coverage of Elite Series***

KILGORE, Texas, March 25, 2009 – Skeeter, a long-time sponsor of The BASS ZONE at www.basszone.com, is reaping the rewards of some creative thinking behind the BASS ZONE concept and its dedication to providing bass fishing enthusiasts with up-to-the-minute coverage of Bassmaster Elite Series events.

During the first tour stop of the 2009 Elite Series season on Lake Amistad in Del Rio, Texas, The BASS ZONE's online coverage of the event was record breaking, with more than 140,000 page views and 58,000 individual viewers keeping track of the tournament action via www.basszone.com.

BASS ZONE's on-location coverage includes a live "instant feedback" discussion board, the first ever live "play-by-play" via cell phone on the web providing instant feedback of anglers in contention, a post-tournament wrap-up with anglers called WIDE OPEN, up to the minute photos, and a host of webcast interviews with competing anglers.

"We had site visitors tuning into BASS ZONE from around the world, including Japan, Australia and Canada," says BASS ZONE founder, Mark Jeffreys. "Our visitors logged over 100,000 minutes watching our live webcast coverage of the Lake Amistad event. The instant feedback component, giving viewers the opportunity to ask the "Legend" Harold Allen questions live as the story develops, was a first for independent media coverage of professional bass fishing. It puts our BZ viewers in the action, and gives them the opportunity to interact with the anglers," adds Jeffreys.

According to Jeffreys, The BASS ZONE received numerous positive comments from its site visitors tuning in to the 'Battle on the Border' coverage. "Guys you nailed the coverage yet again, but the live interview with questions is taking it to an entirely new level. I believe you are really onto something with this format. It reminds me of a call-in show following a football game," posted Brent Story from Atlanta, Georgia.

“Sometimes all it takes is some creative thinking with regards to sponsorships, and BASS ZONE is giving audiences full access and behind the scenes coverage of the Elite Series,” says Daren Cole, Skeeter’s Marketing Manager. “Regardless of the coverage Skeeter receives during a tournament, our company will continue to benefit from the thousands of bass fishing enthusiasts who log into the site, and we’re seeing that these people are also taking the time to visit www.skeeterboats.com to learn more about the benefits of being a Skeeter owner. With BASS ZONE’s web coverage of the Elite Series, they are able to put the product into the hands of audiences, allowing them to participate, without actually being at the weigh-in site,” says Cole.

The BASS ZONE crew heads to Lake Dardanelle in Arkansas for this weekend’s ‘Diamond Drive.’ Coverage of the event begins today at 8:00 p.m. CST. Visit www.basszone.com to catch the action. Additionally, tournament coverage is archived, so viewers can return to the BZ site and watch the webcast at a later date.

Skeeter Products, Inc., the Official Boat Sponsor of BASS, makes fishing and boating fun and rewarding with an owner’s tournament, its “Real Money” tournament incentive program, and a top-notch dealer network. Skeeter designs and manufactures innovative and high-performing bass, walleye, fish & ski, and saltwater boats. Skeeter is the recipient of seven consecutive CSI customer satisfaction awards, and its boats are NMMA certified to meet strict U.S. Coast Guard and American Boat & Yacht Council standards. For a catalog call (800) SKEETER, or for more information visit www.skeeterboats.com.